



Media release for immediate use – 3 April 2011

Sharp NZ offers community support through CanCERN

An agreement signed today between Sharp Corporation of New Zealand and Canterbury Communities' Earthquake Recovery Network (CanCERN) will result in funds being donated by Sharp to support CanCERN in the engagement of Christchurch communities in the recovery process.

Sharp in a show of support for its Photocopier/MFP Division in Christchurch and the greater Canterbury Community has made a decision to donate a percentage of its sales from Sharp Photocopier/MFP Divisions throughout New Zealand to CanCERN for the months of April and May

Jan Nicol, Managing Director of Sharp NZ says the company believes CanCERN is well placed to assist the many people most affected by the earthquakes.

"We have been working closely with Christchurch communities and businesses since the September quake last year and realise assistance is going to be needed here for some time," she says.

"We want to continue to support Christchurch and Canterbury through a number of initiatives, such as financial support of CanCERN. We are impressed by what is a grassroots operation working within neighbourhoods and in close contact with what people most need."

CanCERN chair Tom McBrearty says Sharp's donation creates an important opportunity for CanCERN to be more efficient and effective when working with communities to ensure meaningful community engagement takes place.

"We appreciate Sharp's recognition of the importance of grassroots community efforts in the Canterbury recovery. Our own capacity will be greatly enhanced meaning that more residents and communities will reap the rewards of CanCERN's work," he says.

Sharp has been actively supporting Canterbury earthquake recovery, with a \$10,000 donation to NZRed Cross in November, complemented by 2 Million Yen donated by Sharp Japan this week. It is also working with businesses to get them running as quickly as possible with replacement or loan equipment.

Sharp Christchurch has offered Christchurch companies without printing resources an open invitation to check whether Sharp can help, through providing temporary or replacement multi-functional copiers and printers.

ENDS

BACKGROUND

Canterbury Communities' Earthquake Recovery Network (CanCERN)

CanCERN is a network of representatives mandated by community organisations, to advocate for full engagement in the earthquake recovery. The focus of CanCERN is to facilitate efficient, accurate and timely two-way information flow and engagement between affected communities and agencies, and to provide a forum for identifying and addressing the concerns of those communities, within the context of earthquake recovery.

Sharp Corporation of New Zealand

Sharp Corporation New Zealand is a wholly owned subsidiary of Sharp Corporation of Australia, which is, in turn, owned by Sharp Corporation Japan – one of the world's leading consumer electronics and office products manufacturers. It has 100 staff across Auckland, Wellington, Hamilton, Christchurch, Tauranga and Rotorua.

Sharp is a leader in technology 'through one of a kind' innovations. Sharp prides itself in customer service and are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits, and welfare of people throughout the world.

Sharp's continued growth shows its commitment to developing and expanding its offerings to all customers and looks forward to helping Canterbury businesses recover from the earthquake.

For further information, visit www.sharp.net.nz <<http://www.sharp.net.nz>> .

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