



Cadbury Jaffa race

Photographs by Linda Robertson

By **JOHN LEWIS**

THEY travelled 150m down one of the most visited streets in New Zealand, but Cadbury's Giant Jaffas are "yummy" and it was difficult to stop children from collecting them out of the gutters and eating them following the Cadbury Jaffa Race on Baldwin St yesterday.

The sight of 50,000 Jaffas bouncing down the world's steepest street is enough to excite any chocolate-loving kid into a sugar-induced frenzy.

Hundreds turned out with their parents to watch the annual highlight of the Cadbury Chocolate Carnival, and see if their Jaffa was one of the first 10 down the hill to win a share of \$8000 worth of prizes.

In the first race, consisting 25,000 red Giant Jaffas, it took 31 seconds for the first five Jaffas to reach the bottom.

And in the second race, consisting 25,000 purple Giant

Jaffas, it took 30 seconds.

The prizes were a \$1000 petrol voucher and a \$1000 grocery voucher for first place, a \$1000 grocery voucher for second place and a \$1000 petrol voucher for third place. Fourth and fifth places won mobile phones.

Cadbury's event co-ordinator Lee-Anne Anderson was delighted the race rolled out smoothly, and was pleased to announce nearly \$50,000 was raised by ticket sales this year.

Half of the proceeds would go to Cure Kids and the other half to the Taieri Parents Centre, she said.

Since the race started in 2002, more than \$410,000 has been raised for local charities including Canteen, Dunedin Kindergarten Association, the Malcam Charitable Trust and the Otago Community Hospice.

During the street party, Cadbury managing director Alastair de Raadt celebrated the launch of *Joy — the song of a nation*.

Cadbury's has spent the past nine months capturing the sounds of joy from events and people around New Zealand, and turned them into a song featuring singer Bobby McFerrin, which was played for the first time at the street party yesterday.

Mr De Raadt said Cadbury created the song because joy was an important part of life.

"It's amazing how sound and music can influence our joy and well being.

"By creating a song using actual sounds of New Zealanders' joy, we're hoping to spread a little more.

"This song is our gift to Kiwis."
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Jaffa Race results

	Red	Purple
First	1596	21529
Second:	338	18504
Third:	9649	20604
Fourth:	9717	1714
Fifth:	21987	2480



Eyes on the prize ... Dunedin residents wait for 25,000 Giant Jaffas to come rolling down Baldwin St in the Cadbury Jaffa Race yesterday.



Sweeping the unsuccessful . . . Abigail Voss (22), of Cadbury's, was one of the sweepers who cleared Baldwin St of all the Jaffas which did not make it to the bottom of the hill.



Sticky statues . . . Highly Flammable street performers, from left, Feather Shaw and Keiryn Harrington pose as chocolate statues.



Paint it red . . . Susan Begg (3) has her face painted in Jaffa colours by Venetia Tuffery.



The waiting game . . . Dylan Murcott (9), his father Warren and their puppy Seeker wait patiently for the Jaffas to come rolling down Baldwin St.



On camera . . . Photographing the pandemonium are cousins (from left) Nikita Gibson (10) and Monique Harper (8) of Dunedin.



Hanging around . . . Posing for a photo while waiting for the second Cadbury Jaffa Race are, from left, brothers Tommy-Lee (13) and Mase (12) Winder of Dunedin and Brooke McIsaac (7) of Queenstown.



Ready to roll down Baldwin St A purple patch for Jaffas

By **JOHN LEWIS**

“TEDIOUS” doesn’t even begin to describe what it is like to peel tiny numbered stickers off a backing sheet and then stick them individually, by hand, on to 50,000 Cadbury Giant Jaffas.

It is a lot of work for just 15 to 25 seconds of fun when they are rolled down Baldwin St today in the Cadbury Jaffa Race and World’s Steepest Street Party.

But Taieri Parents Centre president Jolene Casey said it was worth the effort to see the looks of excitement on children’s faces.

Half of the giant Jaffas are red and were numbered by Cure

Kids. The other half are purple and were numbered by the Taieri Parents Centre.

While the job only took five hours to complete, Mrs Casey said there were some interesting side effects.

“You start seeing them in your sleep. We got purple fingers, and the faster you worked, the hotter you got and the more purple your fingers became.

“The temptation to eat them while you’re working is also strong. I’ve gone off them now, but the kids still enjoy them.”

Starting at 12.30pm, two races will be run, with 25,000 Jaffas in each descent.

The Jaffas are channelled

into a chute at the finish line and the first five through the chute gate win a share of \$8000 worth of grocery and petrol vouchers.

All of the money raised from the sale of tickets is kept by, and directly benefits, the organisation which sold the tickets.

Since the race started in 2002, more than \$410,000 has been raised for local charities including Canteen, Dunedin Kindergarten Association, the Malcam Charitable Trust and the Otago Community Hospice.

Winning numbers will be announced in tomorrow’s *Otago Daily Times*.



Ready to roll... Kyla Standing (5), of Mosgiel, is swamped by some of the 50,000 giant Jaffas she helped with the numbering of for the Cadbury Jaffa Race in Baldwin St, Dunedin, today. PHOTO: SHARON JOHNSON



Looking up

In advance of her new album **Hollie Smith talks to Element** about inspiration, pride, respect and foresight.

Interview by Mikee Tucker

How have you contributed to environmental initiatives?

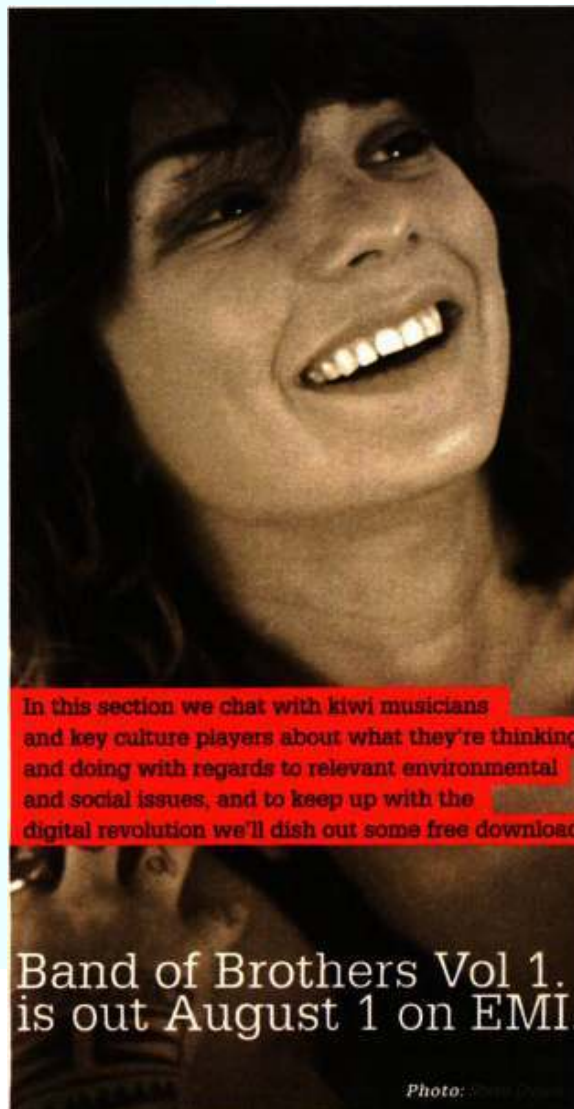
I do what I can in my day-to-day life but I have stayed involved with a range of charities over the years including Greenpeace, Sustainable Coastlines, WWF, Plunket, Canteen, Shine, Raukatauri Music Therapy Centre... there's quite a lot that I've worked and aligned myself with, to which I give ongoing support in order to raise awareness about their initiatives.

What motivates you and what should others be motivated by?

The thought that my children and all future generations deserve to have a clean and productive environment to grow up in and feel connected to.

Is NZ currently 100% pure in your eyes?

I struggle with this one because as much as I believe this country is a truly inspiring and beautiful place, I think that '100% pure' isn't really accurate – as individuals and as a nation I think we could do a lot more. The 100% pure concept is relevant to the 'brand' of NZ and most New Zealanders would like to think we are 100% pure. But realistically, there are cleaner streets around the world than there are here. I find we lack a certain pride of place and respect within certain areas of the country, but then again they may be more social issues opposed to environmental - I think they go hand in hand however...



In this section we chat with kiwi musicians and key culture players about what they're thinking and doing with regards to relevant environmental and social issues, and to keep up with the digital revolution we'll dish out some free downloads.

Band of Brothers Vol 1.
is out August 1 on EMI.

Photo:



What's your 100% pure vision for New Zealand?

A vision that looks forward with a constructive and open-minded point of view as to how to create opportunities for New Zealand without ruining or abusing our assets and creating short-sighted decisions for quick financial gains – including looking after our youth and giving them a place they want and feel they are a part of.

How can people be educated to prioritise environmental issues to realise this ideal?

There was an American Indian tribe that considered and made decisions based on how it would affect seven generations in advance. It may seem to be unrealistic – especially in our 'instant gratification' type of society – but I love the sentiment. This world is not 'our' world, no one can 'own' it and we don't have the right to make decisions that would mar it for other species or future life.

What's coming up for you?

I'm releasing a new album with Mara TK (Electric Wire Hustle) called Band of Brothers, Vol 1 that came about almost by accident when Mara and I were working on another project. We had all these ideas that weren't really suited to what we were working on, so we decided to put them aside. Then recently we got together and wrote and recorded the entire album in six weeks. It's been a whirlwind.



Fastline

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Brief: NT-CANTEEN

AFTER AN "INDUSTRY-WIDE REVIEW process", kids-with-cancer charity CanTeen has appointed M&C Saatchi to handle its advertising. The incumbent was Republik.