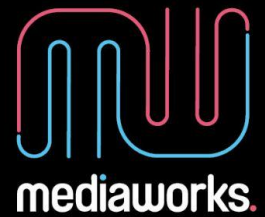


31 JULY 2023

FOR IMMEDIATE RELEASE



THE ROCK MORNING RUMBLE RAISES MORE THAN \$346K FOR GUMBOOT FRIDAY, THANKS TO SALES OF TUMMY RUMBLE IN THE JUNGLE

It's been bought by listeners from Kaitaia to Bluff, including Christophers Hipkins and Luxon, and now Bryce Casey's debut children's book *Tummy Rumble in the Jungle* has raised \$346,075.76 for [Gumboot Friday](#).

Authored by Bryce, *Tummy Rumble in the Jungle* tells a story of *The Morning Rumble* hosts reimagined as jungle creatures: Roger "The Rat" Farrelly, Mel "The Magpie" Abbott, Andrew "Mully the Moose" Mulligan, and Bryce "The Beaver" Casey. Each delightfully animated character shares a similar affliction which brings them closer together - really rumbling bottoms!

Bryce's book was on sale for 3.5 weeks from March 6 this year, and during that time sold a grand total of 21,085 copies, making it an unofficial best seller.

Casey says: "I'm just super proud of our listeners. Time and time again, *Rock* listeners get in behind our efforts for *Gumboot Friday*, it clearly means as much to them as it does to us. I thought and hoped it would go well, but this figure is amazing, it will genuinely help a lot of Kiwis and I love that."

Mike King's [I Am Hope](#) charity, of which *Gumboot Friday* is a subsidiary, has had a long standing relationship with *The Rock*, with Bryce having raised more than \$1 million for the organisation through a variety of fundraising stunts - from the 58 hour [Spare Change Bowling Marathon](#) in 2019 to Day on the Darts in [2020](#) and [2021](#).

King says: "Bryce and the team's mahi for *Gumboot Friday* over the years has literally moved me to tears. This is a cause I'm relentlessly passionate about, and having the ongoing support of *The Rock Morning Rumble* and their listener whānau is incredible. The \$346,075.76 raised by Bryce with his book means that we will be able to fund over 2,307 more sessions of free counselling for at-risk youth. It's literally going to save lives."

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Key sales information:

- 21,085 copies of *Tummy Rumble in the Jungle* were purchased by 15,291 individuals.
- Of the 21,085 books purchased, 4,889 were gifted to the [Kiwi Christmas Books](#) initiative, where they will be distributed to tamariki and rangatahi whose families can't afford to buy their own.
- The single biggest individual purchase of the book was by a super-supporter who bought 200 (\$4,000) copies to be gifted.
- Prime Minister Chris Hipkins and National party leader Christopher Luxon bought multiple copies of the book in support of the cause.
- The book was purchased by listeners all over New Zealand from Kaitaia to Bluff, as well as several copies purchased by *The Rock* fans in the UK and Australia.
- The first copy of *Tummy Rumble in the Jungle* printed was signed by the whole *Morning Rumble* team and sold at auction for \$1,450.

-ENDS-

For more information please contact:

Rose Swale - Publicity Manager

roseswale@mediaworks.co.nz / 021 406 136

About MediaWorks:

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