

SBS to host Radiothon in support of UNICEF Australia's India COVID-19 Appeal

SBS is hosting a Radiothon this Friday 21 May, to raise money to support UNICEF Australia's India COVID-19 relief fund, and to share the message: "India, we are with you",

Broadcasters and producers from SBS Radio's South Asian programs will lead six-hours of special coverage via radio, Facebook Live and online. The Radiothon will be presented in a mixture of English and other languages,

Running from 4pm-10pm AEST, SBS's Gujarati, Hindi, Tamil, Punjabi, Malayalam, Bangla, Urdu and other language programs will bring audiences live coverage from around Australia and India. The Radiothon will include interviews with special guests, performances, and messages of support from famous faces, including well-known singers and cricketers, around the globe.

David Hua, Director SBS Audio and Language Content, said: "As the COVID-19 pandemic continues to grip the world, many Australians are very worried about family and friends abroad, and are often overwhelmed, not knowing what they can do to help. Sometimes knowing that something, however big or small, is being done can ease that sense of helplessness. I hope that SBS's Radiothon provides a way for the community – especially Australians with Indian heritage – to feel connected through a common cause."

Tony Stuart, UNICEF Australia CEO, said: "The dire situation in India and alarming increase in COVID-19 cases in South Asia is reverberating across the globe and is very close to our hearts here in Australia. We have seen an enormous outpouring of goodwill and the donation of critical funds which are already helping UNICEF to respond with lifesaving oxygen, vaccine delivery and increased support for testing capacity. We thank the SBS community for their support."

"Much more is needed as the outbreak continues to spread rapidly."

Donations can be made via the UNICEF Australia website: www.unicef.org.au/sbs

Listen to the SBS Radiothon, Friday 21 May, 4pm-10pm AEST via [SBS Radio](#) or the [SBS Radio app](#).

Watch via a SBS language Facebook page by following any of these Facebook accounts: [SBS Gujarati](#), [SBS Hindi](#), [SBS Tamil](#), [SBS Punjabi](#) and [SBS Malayalam](#).

Ends.