

MYER



Media Release

For Immediate Release

NSW, Qld & ACT recycle clothing at Salvos Stores to reap rewards at Myer

As NSW, Qld & ACT clean out their wardrobes with the change in seasons, Myer has teamed up with Salvos Stores to offer an extra incentive for residents to donate their pre-loved clothing to charity through an initiative called 'Fashion Rescue'.

Myer and Salvos Stores will reward those who kindly donate their pre-loved clothing with a \$10 Myer voucher per donation which can be redeemed when spending \$50 or more in one transaction on participating Myer brands in-store.

Myer Executive General Manager Merchandise, Adam Stapleton, says Fashion Rescue is the perfect opportunity for individuals to update their wardrobe while at the same time give back to the community and contribute to a sustainable environment.

"As well as helping the community and the environment, donating your pre-loved clothing to the Salvos will give you the chance to update your wardrobe with a Myer voucher," says Mr Stapleton.

"Following a successful trial in Victoria earlier this year, we're excited to take Fashion Rescue national and encourage the recycling and reuse of clothing as well as support local Australian communities through the Salvos Stores."

Clothing donated for this initiative will be sold in Salvos Stores to raise vital funds for The Salvation Army to continue their charitable work. Clothing will also be distributed through welfare vouchers issued by The Salvation Army Community Services Centres.

"We truly value our ongoing relationship with The Salvation Army and are pleased to be extending our relationship with one of Australia's largest and most diverse social welfare providers. Each year Myer supports The Salvation Army through sales of the Myer Spirit of Christmas CD and since 1993 we have raised more than \$7 million for disadvantaged families," says Mr Stapleton.

In the past financial year, Salvos Stores have prevented 55,000 tonnes of clothing and other goods ending up in landfill.

CEO of Salvos Stores Eastern Territory, Neville Barrett, says the initiative will enable The Salvation Army continue their support and work throughout the community which helps more than one million disadvantaged Australians every year.

"This is a really exciting opportunity for us to partner with Myer and make it even easier for Australians to donate to a very worthy cause and help out those less fortunate in their local community," says Mr Barrett.

"Fashion Rescue is a great way for residents to donate and recycle their pre-loved clothing, perhaps for the first time, and receive a little thank you for their efforts in supporting a charitable cause and the environment."

Fashion Rescue runs from now until February 2016.

Further information is available from myer.com.au or salvostores.org.au.

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