



27 November 2013

Deborah Hutton gets behind IGAs partnership with Vinnies Christmas Appeal

Australian media personality, Deborah Hutton kicked off IGA's Christmas Appeal partnership with Vinnies with an in-store appearance at Sydney's Pymont SUPA IGA store.

Ms Hutton was promoting IGA's sale of Christmas Baubles and the IGA Community Chest program, which will both raise crucial funds in support of the Vinnies Christmas Appeal. All funds raised will make a difference to thousands of people experiencing disadvantage this Christmas and into 2014.

This year there are more ways than ever for you to support Vinnies by shopping at one of the 1,400 IGA and SUPA IGA supermarkets across Australia. From 20 November, shoppers can purchase a Christmas paper bauble for just \$2 at any IGA store, write their name on the bauble and have it displayed in-store. Customers can also buy a paper bauble online at iga.com.au/vinnies and a printable bauble will be emailed to them.

In addition, all specially marked IGA Community Chest products and IGA Signature lines sold between 4 and 31 December at participating IGA stores across the country will have the Community Chest funds directed towards the Vinnies Christmas Appeal.

Ms Hutton, who this year took part in the Vinnies CEO Sleepout, says that she is getting behind the Vinnies Christmas Appeal because she feels that the St Vincent de Paul Society offers solutions.

"We are approaching the time of year when most people are surrounded by family and friends in a loving environment celebrating Christmas. Unfortunately it's a very different story for over 100,000 homeless people. For many this is the worst time of year with the most stress and together we can do something to change that.

"I believe the support programs that Vinnies have created to help those in need are life changing and all we have to do is step-up and support them in helping people wherever possible. One of the most personally rewarding experiences is to give something of yourself and see someone's life change for the better. This Christmas, let's all make a difference" says Ms Hutton.

This Christmas, Vinnies will provide people across Australia with financial assistance, clothing, utilities, food hampers and gifts for children. For the period November 2012 to January 2013, Vinnies provided over \$25 million worth of assistance to people in need across the country.

Please visit your local IGA store today and support the Vinnies Christmas Appeal so that we can continue to change lives every day. You can also make a direct donation at vinnies.org.au or by calling 13 18 12.

Media contact: Yolanda Saiz | yolanda.saiz@vinnies.org.au | 0417 446 430