



16 January 2014

Best&Less partners with Vinnies to help families cope with school costs

Vinnies is pleased to be partnering with Best&Less for the *Shop for Good* initiative to lend a hand to families across the state struggling to keep up with school costs.

The *Shop for Good* initiative is designed to raise funds to provide essential school equipment and uniforms to children who need it the most. By purchasing a \$2 Vinnies cardboard T-shirt in any Best&Less you can ensure South Australian children are given the best possible start at school in 2014.

Thousands of families experiencing disadvantage will be sadly forced to make difficult decisions between providing daily necessities for their children or school supplies. This places extra burdens on families already suffering from financial or emotional stress.

Vinnies' South Australian State President Brian Spencer explains that the Society assists families throughout the year with energy bills, food and other household items to help alleviate cost of living expenses as well as assisting people in meeting some of the costs around getting children ready for school each year.

"Unfortunately, despite this help, families still have to make heartbreaking choices between buying their children essential school supplies and having enough money to pay electricity bills or putting food on the dinner table," says Mr Spencer.

Mr Spencer continues by saying that all proceeds from Best&Less will go to supporting Vinnies' Children's Social Equity Fund.

"The purpose of our Children's Social Equity Fund is to support disadvantaged children with essential school items and fees for self-esteem building activities such as school camps and excursion, sporting fees and uniforms, as well as music and dance lessons. We all know how vital education is to helping break the cycle of poverty and disadvantage; so it is important that no child is left behind when it comes to learning."

You can help make a difference to a child's life this year by visiting any Best&Less store around Australia until 2 February 2014 to purchase a \$2 Vinnies cardboard T-shirt.

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