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Best&Less Back to School campaign success will assist thousands of Australian families

The Best&Less *Shop for Good* campaign has been overwhelmingly successful with generous Best&Less customers raising \$225,411 across the country to assist families struggling with back to school costs.

Best &Less implemented the *Shop for Good* campaign as it strongly believes that every child deserves the best start to the school year as possible. Customers were able to purchase a \$2 Vinnies cardboard T-shirt at any Best&Less store across Australia.

Best&Less CEO, Holly Kramer says that she is proud of the generosity of the stores customers.

“I am humbled by the very generous support of our customers in ensuring that as many Australian children as possible were able to start the school year with the right uniforms and equipment, making it that much easier for them to get the great head start that every child deserves,” said Ms Kramer.

St Vincent de Paul Society NSW CEO, Michael Perusco explains that the funds will make an enormous difference to families already struggling to keep up with the cost of food, rent and household bills.

“These funds will mean that our members will be able to provide assistance with back to school costs lifting some of the pressure off families who otherwise would struggle to buy even the basic back to school supplies for their children.

“We are so very grateful to Best&Less staff and customers for their great support of Vinnies, and more importantly the people that we assist,” said Mr Perusco.

With the *Shop for Good* campaign over, Ms Kramer will now turn her attention to the **2014 Vinnies CEO Sleepout**. Ms Kramer was last year’s highest fundraiser, raising \$146,000 and will once again call on the generosity of her staff and customers to raise much needed funds for the 105,000 people experiencing homelessness in Australia every night.

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