



**29 November 2014**

**Share a smile with someone who needs it this Christmas at Best&Less**

This Christmas, the Wiggles and Best&Less have joined forces with the St Vincent de Paul Society to gift a smile to someone in need. Head in to your local Best&Less store to purchase a \$2 smile sticker and all funds raised will be donated to the 2014 Vinnies Christmas Appeal.

Over the Christmas period the St Vincent de Paul Society will support thousands of people experiencing disadvantage by providing them with financial assistance, clothing, help with utility bills, food hampers and gifts for children.

St Vincent de Paul Society NSW, CEO Michael Perusco says, "The St Vincent de Paul Society would like to thank Best&Less and The Wiggles for their support of the 2014 Vinnies Christmas Appeal. Without the support of organisations like these and generous Australians everywhere we wouldn't be able to assist the people who will do it tough this Christmas."

This latest campaign builds on a relationship forged over the past two years between Vinnies and Best&Less. In 2014, Best&Less have raised close to \$520,000, bringing the total funds raised in support of Vinnies' work in the community to \$700,000.

Speaking on the partnership, Best&Less CEO, Holly Kramer says, "We are thrilled with how the Best&Less relationship with Vinnies has grown over time. And I've personally been inspired by how passionate our customers and employees are about helping people in need."

"What started with one night outside in the cold at the Vinnies CEO Sleepout, has now turned into a powerful relationship that is helping to change thousands of lives."

Don't forget that by purchasing a \$2 Wiggles sticker from Best&Less you can also enter a competition to win the Wiggles DVD collection and other Wiggly prizes. Smiles are now on sale until 16 January 2015. So share a smile today and support the 2014 Vinnies Christmas Appeal.

**Photo: Best&Less CEO, Holly Kramer presents Vinnies NSW CEO, Michael Perusco with a cheque for close to \$520,000 to support Vinnies work in 2014.**

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