

MEDIA RELEASE

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Winter Warm-up: ready, set, DONATE!

Vinnies Shops are urging all Victorians to look at what's been hibernating in their cupboard and to donate just one piece of warm winter clothing to the very first Vinnies Winter Warm-Up.

"Unlike traditional 'warm-ups', the Vinnies Winter Warm-Up is something everyone can participate in - there are no dumb-bells or treadmills! Instead it's an opportunity for all Victorians to open their hearts and wardrobes and help people in need, simply by donating one piece of winter clothing to their local Vinnies Shop," said Vinnies Merchandise Manager, Liz Randle.

Every winter Vinnies Shops experience a shortage of quality winter woollies and when the cold weather hits, many stores struggle to keep up with demand.

"Many people donate their winter clothes at the end of the season," said Ms Randle. "This year we're asking Victorians, of all shapes and sizes to help Vinnies Shops warm-up for winter by donating clothing at start of the season."

As the weather turns cooler, many people start to think about the season ahead. They take stock of their wardrobe and plan what they need to buy. They often go shopping for a new jumper or coat, but what happens to the things that no longer get worn?

"We're encouraging Victorians to take a little time and have a good look through their wardrobes and find a piece or two to donate. Whether it's a men's jacket, a cosy children's knit or a ladies jumper, you can feel good knowing that all donated goods are either given directly to those in need or sold in Vinnies Shops where profits support people in need," said Ms Randle.

"Donated items, sold in one of our 105 shops across the state, help raise vital funds for social welfare programs, which provide people in need with basic necessities like food, accommodation, education and health services all year round. We are proud to operate one of Australia's most loved social enterprises, run by the community for the community, and our primary goal is to change lives."

People making a donation to their local Vinnies Shop are encouraged to donate during business hours rather than leaving clothes outside, where they may be exposed to poor weather conditions and potential theft.

"We always honour each and every item donated to our Shops, and encourage the community to follow good donation practices," said Ms Randle.

"A single winter woolly can make the world of difference, so please take the time to donate at your local Vinnies Shop today."

*Be part of the Vinnies Winter Warm-Up and donate one piece of winter clothing at your nearest Vinnies shop today.
Visit www.vinnies.org.au/shops to find your local Vinnies.*

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- Interviews with Vinnies Victoria Merchandise Manager, Liz Randle, are available upon request.
- Photos at your local Vinnies store featuring a range of quality and unique, life-changing winter woollies are available upon request.

ABOUT THE ST VINCENT DE PAUL SOCIETY:

The St Vincent de Paul Society and its wide network of members and volunteers provide practical frontline support, advocacy and friendship for the most vulnerable members of our community. Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; compeer programs for people experiencing mental illness; education and tutoring; and a range of professional accommodation and health services through the VincentCare network. The St Vincent de Paul Society in Australia has more than 40,000 members and volunteers. Internationally, the Society operates in 149 countries and has over 950,000 members. To find out more visit www.vinnies.org.au.