



MEDIA RELEASE

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Vinnies combines fashion, fun and philanthropy for National Op Shop Week

St Vincent de Paul Society NSW will be joining forces with other charitable organisations to participate in the fifth annual National Op Shop Week running from 21-27 August. The week will be a celebration of vintage fashion, amazing op shop bargains and the charity that underpins Vinnies shops.

“Vinnies has close to 250 shops across NSW and we can be found in most cities and towns across the state. Our shops really are the well-loved face of Vinnies and are run by dedicated volunteers and employees. We offer pre-loved affordable clothing, furniture, books, homeware and bric-a-brac,” says Jack de Groot, CEO St Vincent de Paul Society NSW.

National Op Shop Week is the brainchild of Jon Dee and DoSomething, a charity which aims to make it easier for people to get involved in community volunteering.

Costa Georgiadis from ABC TV’s Gardening Australia is the ambassador this year. The beloved presenter and sustainability advocate will be given a sophisticated makeover using a fearless beard tamer and ‘Costa-ffective’ op shop clothing.

Denis Walsh, President St Vincent de Paul Society NSW, said that Vinnies relied upon the shops to fund the services and programs it delivers to those experiencing disadvantage and homelessness across NSW.

“Around 47 per cent of the revenue of our Central Councils is generated by sales in our shops so we are reliant upon the generosity of the public who donate items as well as our customers. Each year, around 2 billion donated items are processed and sorted by charity recyclers,” says Mr Walsh.

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“We hope that National Op Shop Week will raise public awareness about the importance of donating good quality items to charity stores as well as reminding people that by shopping at Vinnies, you are also supporting people in the local community doing it tough.”

Vinnies will be running a #vinniesfavouritethings Instagram photo competition during National Op Shop Week. This is the opportunity for Vinnies shoppers to share images of a few of their favourite things. There will be a \$50 Vinnies voucher up for grabs for the most creative entry every day during the Week.

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