



MEDIA RELEASE

Vinnies pops up at the Myer Centre

Wednesday 7 December 2016

Shoppers at the Myer Centre Brisbane will soon be spoilt with even more choice, with a Vinnies Pop Up shop opening in the Centre in the lead up to Christmas – but for a limited time only.

In a first for the Myer Centre Brisbane, shoppers at the Vinnies Pop Up will be asked to choose what they pay for each item.

“We’re asking people to ‘give some good’ this Christmas,” said Cassandra Ashton, Vinnies Queensland General Manager Operations

“We’re giving shoppers some indicative price points and showing them what those price points could mean to someone in need, but it will be up to them to choose what they pay for the pieces they find at the Pop Up.”

The shop will sell a great range of women’s fashion, including formal and casual wear, as well as Vinnies merchandise and Christmas decorations.

Vinnies will be selling tax-deductible paper baubles, which shoppers can write a message of hope for a family in need on.

“Thanks to the generosity of the Myer Centre, we’ve been able to pop up in a convenient, high-profile location in the lead up to Christmas,” said Ms Ashton. “We hope to raise awareness for those doing it tough at this time of year and inspire Christmas shoppers to give some good.”

The Vinnies Pop Up will be open up to and including Christmas Eve, and can be found at the Myer Centre Brisbane, Level Q, behind the Myer Centre information booth.

Centre Manager, Anita Brown said: “This Christmas we are proud to host Vinnies innovative Pop Up at Myer Centre Brisbane and I’m sure our shoppers will embrace the ‘give some good’ concept and support Vinnies.”

Event: Vinnies Pop Up Launch: The Vinnies Pop Up will launch on Friday evening with a small celebration, before trade commences on Saturday 10 December.

Date: Friday 9 December 2016

Time: 5:30pm

Location: Myer Centre Brisbane, Level Q (behind the Myer Centre information booth)

Photos/ vision opportunity:

- A great range of women’s fashion
- Vinnies Instagram competition winners and retail ambassadors at the launch on Friday evening
- The shop in full swing once trade commences, with volunteers selling clothing, Vinnies branded merchandise and tax deductible Christmas paper baubles

ENDS



Media contacts

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Notes for editors/ background:

St Vincent de Paul Society Queensland

Across the state, over 260,000 Queenslanders in need were helped by St Vincent de Paul Society Queensland, who provided almost \$28 million worth of assistance.

There are hundreds of reasons to donate. You only need one. To help give a struggling family a merry Christmas, donate online at vinnies.org.au/donate or call 13 18 12.

For someone in need, your donation at the Pop Up shop could help provide the following;

\$10 can provide a hot meal

\$20 can provide a transport card

\$30 can provide a personal care pack

\$50 can provide a box of canned goods

\$75 can provide Christmas dinner for a family

\$100 can provide one night's emergency accommodation