



MEDIA RELEASE

October 19, 2018

WEAR IT, SHARE IT, AND SUPPORT YOUR COMMUNITY: DRESSED BY VINNIES DAY

Vinnies is delighted to announce the launch of the first national Dressed by Vinnies Day on Friday 26 October 2018.

The national event encourages all Australians who love a fashionable bargain to visit their local Vinnies Shop, find something they love, wear it on the day and share a photo on social media by using the hashtag #DressedbyVinnies.

Vinnies shops in Redlands include Victoria Point, Capalaba and Cleveland.

The theme of Dressed by Vinnies Day is **'Wear it and share it!'** Vinnies Queensland General Manager for Operations Roberta Jays, explains.

"Being Dressed by Vinnies is easy, as thousands of people already know. This year we are encouraging our loyal customers, and people who may never have shopped at their local Vinnies, to uncover a fantastic fashion item – a dress, a shirt, shoes, or even a whole outfit – and show everyone what they found via Facebook and Instagram.

"When customers shop at Vinnies, they are also helping us to provide assistance to 1.8 million men, women and children experiencing disadvantage in local communities. Your dollars fund services like crisis accommodation, youth programs, food vans and migrant and refugee assistance.

"From, Cairns to Hobart, Byron Bay to Margaret River, there are over 650 Vinnies shops across Australia to choose your Dressed by Vinnies Day outfit from – and we can't wait to see you wear it and share it!"

Participating in Dressed by Vinnies Day is easy, with a free Dressed by Vinnies Styling Guide with top tips on shopping at Vinnies available for download for at

<https://dressedby.vinnies.org.au>

For those who would like to hold a Dressed by Vinnies Day with friends or colleagues, a free Dressed By Vinnies Host Guide is also available at <https://dressedby.vinnies.org.au>

For media enquiries please contact:

Joshua Paterson | Tel: 0408 675 567 | joshua.paterson@svdpqld.org.au