



# MEDIA RELEASE

October 21, 2019

## **Re-purpose with purpose - get Dressed by Vinnies**

Vinnies is challenging everyone to promote sustainability and a more compassionate world on 1 November through its second annual Dressed by Vinnies campaign.

The theme of this year's campaign is re-purpose with purpose and sees the charity urging Queensland schools, businesses and individuals to visit their local Vinnies shop, find something to wear on 1 November and share their bargain on social media.

"We know people are becoming increasingly more environmentally conscious and more community minded, taking part in Dressed by Vinnies Day is great way to do both," Vinnies Brisbane Retail Operations Manager Renzo Salvetti said.

"Every 10 minutes 6 tonnes of clothing ends up in landfill in Australia, one of the best ways to counteract this is to shop at Vinnies for quality second hand fashion, which gets donated by a supportive public every day.

"Every Vinnies shop is a treasure hunt and each one is different, you never know what you will find, from top designer labels, vintage and retro fashions, business attire, kids clothing, we have it all.

"Second hand shopping can also save you hundred of dollars and you're helping Queenslanders, it's a win-win."

Mr Salvetti said without the funds generated from the 147 Vinnies shops in Queensland the charity would struggle to help as many people as they do each year.

"We have already helped more than 151,591 people including 71,000 children in 2019, and that is just the work of our volunteer members," he said.

"The profits from our Vinnies shops are put back into the local community and help fund not only assistance with food, clothing and furniture through our volunteers, but also housing, disaster relief, youth programs, education, mental health support and more.

"We couldn't do the work we do without our shops, the wonderful volunteers who work in them and those who support us by shopping and donating through their local Vinnies."

To find your local Vinnies shop head to <https://www.vinnies.org.au/shops> and enter your postcode.

## **ENDS.**

Media contact: Vinnies Queensland Communications Officer Joshua Paterson.  
Phone: 0408 675 567 | Email: [joshua.paterson@svdpqld.org.au](mailto:joshua.paterson@svdpqld.org.au)