



MEDIA RELEASE

November 8, 2019

Vinnies launches Christmas Appeal – feeding hungry Queensland families

Having distributed more than \$4 million in food support to struggling Queenslanders in the past year, Vinnies is calling on the public to get behind its 2019 Christmas Appeal.

Launching the appeal, Vinnies Queensland President Dennis Innes said: “A festive season without food, presents or hope is the outcome for thousands of Queensland families each year.”

“When people are hungry they call us and we’re there, Christmas is among our busiest times of the year for people requesting our help.

“Last year alone we gave gifts, food and funds to more than 24,000 people in December, 11,400 of them were children.

“It’s shameful that more people than ever face a bleak and sad Christmas, 430,000 Queenslanders are living in poverty and one in five Australian children will go hungry.

“A Christmas where parents forgo eating so their children can have something to eat is no Christmas at all, a Christmas where all around you see others celebrating while you can’t is no Christmas at all.

“Our members visit and deliver hampers to families in need in communities right across the state, donations help them to reach more people each December.”

Vinnies Queensland CEO Kevin Mercer said poverty can happen to anyone and urged the public to dig deep.

“Inequality and disadvantage are getting worse in our state but with public’s help we will be there for as many Queensland families as possible to give them a Christmas to remember,” he said.

“This Christmas, let’s think of those who go hungry so others can eat, those who have to tell their children that there will no presents this year, those who struggle every day with the rising costs of living, not just at Christmas.

“Fifty dollars might buy a couple of presents, but donating that \$50 can provide a whole family with not just food but hope for the new year ahead and faith that somebody cares about their situation and is willing to help.

“Donations will put food on the table for a family this Christmas, or purchase the one present to go under a tree that makes all the difference to a young child.”

Donations to the 2019 Vinnies Christmas Appeal can be made at vinnies.org.au, by phoning 13 18 12, or at any Vinnies Shop.

ENDS.

Media contact: Joshua Paterson – 0408 675 567

Joshua.paterson@svdpqld.org.au