

MEDIA RELEASE

15 November 2019

MYER'S MAGICAL CHRISTMAS STOCKING ENSURES SANTA FINDS YOU, WHEREVER YOU ARE

- GLOBAL POSITIONING STOCKING ON SALE 8 NOVEMBER -

Myer has teamed up with Santa Claus to debut the Myer Global Positioning Stocking (GPS), a magical gift that ensures Santa can find every Aussie kid this Christmas, available exclusively at all Myer stores and online for \$34.95 from 8 November.

The Myer GPS transforms a paired device into your direct link to Santa via the Myer Connect app, unlocking a treasure trove of festive features.

There's an interactive map for kids to explore, allowing them to follow Santa's journey on Christmas Eve. Kids can communicate direct with Santa ensuring those important letters and messages arrive on time. And kids can also select from a full range of Myer toys to create their ultimate wish list, while parents can easily export gift details to family and friends - ensuring unwanted double ups on the big day, are a thing of the past.

In addition, the stocking includes an illuminated countdown with twinkling LED lights that change nightly in the run up to Christmas as well as announcing Santa's departure from the North Pole.

Myer's Global Positioning Stockings are available in two iconic and durable designs from Australian illustrator Beci Orpin, while stocks last, exclusively in all Myer Giftoriums or online for \$34.95.



Quotes attributable to Myer's Chief Customer Officer, Geoff Ikin:

"Every Aussie kid wants to ensure Santa finds them this Christmas, whether at home, or if they are travelling for the festive season."

"So whether you are camping, on a beach holiday, or visiting family and friends overseas, Myer's Global Positioning Stocking (GPS) will ensure Santa finds every Aussie kid."

"The Stocking will bring the magic of Christmas to life for kids and families across the Country, with LED lights that come on nightly, and which change in the lead up to Christmas."

"The Stocking also comes with a great app so that kids can connect with Santa, allowing them to submit Christmas wish lists and follow Santa's magical journey with an interactive map on Christmas Eve."

[Ends]

For all media enquiries, please contact:

Claudia Hackworth - claudia.hackworth@myer.com.au

Corey Croft - corey@croftevents.com