

02 MARCH 2018

HAPPY 40TH MARDI GRAS FROM MYER

Myer wishes all the participants and spectators at this weekend's Sydney Gay and Lesbian Mardi Gras Parade a happy 40th Mardi Gras.

As the fashion retail partner of the Sydney Gay and Lesbian Mardi Gras, Myer is standing together with leading Australian companies to showcase their commitment to diversity and inclusion in the workplace and broader community.

Eighty Myer team members will dance their way down Sydney's Oxford Street from 7.30pm this Saturday 3 March, as part of the department store's first Mardi Gras float.

The float will be led by local Sydney Mardi Gras performer, Hannah Conda.

The Myer team will be dressed by Levi's®, long at the forefront of the fight for gay and lesbian rights, with make-up by MAC Cosmetics, a brand known for their continuing support of the LGBTQI community through the MAC AIDS Fund and MAC Viva Glam campaigns.

The Myer float features a giant inflatable rainbow, not only representing the LGBTQI community at Myer, but the kaleidoscope of cultures, religions and sexual orientations that make up the Myer team and their customers. It is a celebration of equality, diversity and inclusion.

Ahead of the Parade tonight, Friday 2 March, British singer songwriter, Calum Scott, will perform at Myer's Sydney City store at 5.30pm.

Myer Sydney City and Bondi are a key part of the celebrations with an in store costume exhibit of past Mardi Gras outfits at Sydney City, beauty demonstrations and tutorials to get a parade-perfect look, and Mardi Gras collections by Calvin Klein, MARCS and Levi's®, including beautiful pride windows developed in collaboration with Levi's®. The stores' logos have been re-branded in rainbow colours to mark Myer's support for Mardi Gras.

Last month Myer signed a three year deal as the exclusive fashion retail partner and major sponsor of the Sydney Gay and Lesbian Mardi Gras.

Louise Tebbutt, Myer Executive General Manager HR, Risk and Safety, said:

"Myer's support for Mardi Gras is a really beautiful way for us to recognise and celebrate the diversity of our team, our customers and the communities we serve."

"We're really proud that so many of our team wanted to be part of this celebration and we look forward to our role as the fashion retail partner of the Mardi Gras for the next three years."

"The Mardi Gras is an amazing celebration of love, pride and diversity, so we can't wait to see our team marching down Oxford Street on Saturday night. Happy Mardi Gras from everyone at Myer."

Nicky Rowsell, Levi's® Marketing Manager Australia & New Zealand, said:

"Levi's® have been a proud ally of the LGBTQI Community globally for decades, standing strong as supporters of equality and encouraging all people to be proud of who they are."

"We're thrilled to be supporting Myer in this year's Sydney Gay and Lesbian Mardi Gras – celebrating love, acceptance, diversity and inclusivity."

Jodie Matthews, Brand General Manager, MAC, said:

"MAC is delighted to be part of Myer's very first Mardi Gras celebrations, creating a bold and colorful look to reflect the spirit of the team and their float."

"MAC is a brand for all ages, races and genders, and we have always supported diversity and encouraged people to express their individuality. We're proud to stand with our partners at Myer as part of this year's Mardi Gras celebrations."

Calum Scott, British singer songwriter, said:

"I am so excited to be in one of the most beautiful cities in the world for their greatest party of the year, Mardi Gras! Looking forward to seeing all of my beautiful fans at the Myer in store tonight."

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