

NATIONAL

Pyjama Day

Supporting little people with BIG dreams



MYER

MEDIA RELEASE: Myer helps change the life direction of kids in care... one pair of pyjamas at a time

4 APRIL 2022: PURCHASING a new set of flannel pyjamas now means the life of a child in care could be changed forever.

Supporting national charity The Pyjama Foundation, and their quest to positively impact the lives of all children in care, Australian retailer Myer will this year be pledging their support as a corporate partner.

From April 4, in every Myer store across the nation, every purchase of a uniquely designed pair of The Pyjama Foundation X Myer PJ's will gift \$5 to the Foundation.

The Pyjama Foundation CEO and Founder Bronwyn Sheehan OAM said the partnership was an incredible addition to the Foundation's already successful National Pyjama Day campaign.

"Each year our campaign continues to expand its reach, and with the support of Myer in 2022, it's incredibly exciting to envisage how many more lives we can impact," she said.

"Last year, despite the impacts of COVID-19 lockdowns, we had our most successful campaign ever with more than 300,000 passionate supporters across the country getting involved."

Annabel Talbot, Myer's GMM - Womenswear, Beauty, Intimates & Accessories, said the Company was thrilled to support this year Pyjama Day with \$5 donated from the sale of each The Pyjama Foundation X Myer set at Myer's 59 stores nationally going towards the Day.

"The Pyjama Foundation does incredible work, through their Pyjama Angels, to improve the learning outcomes of young children in care, making such a positive and lasting difference to so many.

"To support their vital work, \$5 from each pyjama set sold will support the valuable work the Angels do each and every day. We know our customers are going to love the sets – they are perfect for the whole family, are super comfy and perfect for winter, with a great design - and are supporting such a worthy cause," Ms Talbot said.

Across Australia, there are more than 45,000 children in out of home care and currently the Foundation is only able to reach 1,100.

The Foundation's Love of Learning Program works by matching a community volunteer with a child in the out of home care system.

NATIONAL

Pyjama Day

Supporting little people with BIG dreams



MYER

The volunteer undergoes a strict vetting process of a training day and reference checks before being matched with a child in need.

Mrs Sheehan said the statistics surrounding children in care are heart breaking and she knows with the support of organisations like Myer, more vulnerable children can be reached.

"We know that 35% of Year 9 students in foster care do not achieve the national minimum standard for spelling," she said.

"One in three children do not meet the minimum national standard for reading and 40% do not meet minimum standards for numeracy."

The Pyjama Foundation is working tirelessly to improve these grave statistics and is proud to be working alongside Myer to make an even bigger difference.

[Click here to view The Pyjama Foundation X Myer pyjama set.](#)

[Click here for more information on National Pyjama Day.](#)

- ENDS -

The Pyjama Foundation Media Contact

Jorgia Best - 0431 405 369 - pr@thepyjamafoundation.com

Myer Media Contact

Harry Stechman - 0433 986 924 - harry.stechmann@myer.com.au