



MY STORE

15 November 2019

MYER TO CONTRIBUTE \$150,000 TO THE SALVATION ARMY DISASTER APPEAL

Myer will make an upfront minimum contribution of \$150,000 to The Salvation Army Disaster Appeal - a Myer Community Fund charity partner - who are supporting families and communities impacted by the bushfires in New South Wales and Queensland.

We will commence a national POS round-up campaign this Saturday, with all proceeds that are generously donated by our customers, going towards the Appeal. The campaign will run through to the 24th of December 2019. We anticipate that this may increase the donation amount, which we will pay in full at the conclusion of the campaign.

As the impacts on those affected by the bushfires becomes clearer, Myer will find additional ways to support affected communities.

The Salvation Army Disaster Appeal will assist communities beyond the current support of evacuees and emergency personnel and into the sustained effort required through recovery and rebuilding phases.

Quotes attributable to the Chair of the Myer Community Fund and Executive General Manager of Stores, Tony Sutton:

"With many Myer customers and team members living in bushfire affected regions, we are seeing daily the devastation they are causing. Our thoughts are with everyone impacted, as well as with our heroic emergency services, who are saving lives and homes."

"To assist those who need help now, Myer has made an upfront donation of \$150,000, as well as commencing a national POS round-up campaign."

"Additionally, over the coming weeks and months, Myer will continue to work with The Salvation Army on ways that we can assist those communities most in need to rebuild and recover from these devastating fires."

Quotes attributable to The Salvation Army's Lt Col Neil Venables (National Secretary for Communications):

"The Salvation Army greatly values the longstanding support of Myer in times of crisis. The Salvos will never forget the support of Myer, its staff and customers in the aftermath of the 2009 Black Saturday Fires in Victoria."

"And we are thankful for the support of Myer and many other businesses as we respond to the New South Wales and Queensland bushfires now and in the months of recovery ahead."

Media contact:

Martin Barr

Tel: 0418 101 127

Email: martin.barr@myer.com.au