



MY STORE

14 November 2020

**\*\*\*UNDER EMBARGO UNTIL SATURDAY, 14 NOVEMBER\*\*\***

## **‘CHRISTMAS UNCANCELLED’ – MYER DELIVERS 65<sup>TH</sup> YEAR OF ICONIC CHRISTMAS WINDOWS**

After a year we’d all rather forget, and with Covid threatening to be the biggest Christmas Grinch ever experienced, Myer along with the voices of Victorians have declared ‘*Christmas Uncancelled*’. A fitting theme for the 65<sup>th</sup> year of the iconic Myer Christmas Windows.

Set with a playful story depicting a Christmas cancelled, and a North Pole in lockdown - only to be rescued by a fleet of animated characters who go on to save Christmas after all. Melbournians are set to see a joyful reflection of their own resilience in past months.

Preparation for the Myer Windows is usually twelve months in the making, with construction commencing six months out from installation. However, this year saw the project put on hold in March, formally cancelled in September, only to be revived the same month thanks to the overwhelming support from customers and assistance from the City of Melbourne.

Committed to the cause, Myer and Stage One productions turned to windows past, bringing back to life a host of much-loved characters and adored animatronics sure to evoke a feeling that this year’s celebration is ‘Bigger than Christmas’.

Over 30 production staff worked around the clock, reanimating and repurposing 107 characters of which a record 71 are animatronics from over fourteen past seasons.

Viewers and fans may recognise some of their favourite characters from past years in the 2020 Myer Christmas Windows including the Flying Tram and Alice from *Alice in Wonderland* (2018); Flinders Street Station Set from *Little Dog & The Christmas Wish* (2015); The Nutcracker and the Golden Horse from *The Nutcracker* (2010) and the Toad and the Car from *Wind in the Willows* (2001).

‘Christmas Uncancelled’ will be one of the most vibrant Christmas windows Australia has ever seen, with the heart-warming story hosted across six Myer windows. The seventh will house the Nativity scene.

The Myer Christmas Windows have been synonymous with Christmas traditions in Australia since 1956. Myer is proud to again continue the tradition opening the Windows daily from Saturday, 14 November until 24 December, 7:30am till midnight.

Working in conjunction with Melbourne City Council, Myer will ensure a COVID safe visit for all, including:

- City of Melbourne COVID Marshals
- On site security and staff to ensure social distancing and crowd control
- Hand sanitiser stations
- Bollards and signage
- Floor decals advising 1.5meter distance
- Routine sanitising of hard surfaces

# MYER

## MY STORE

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

*"As a company we have been humbled by the response of our customers and the community to the Myer Christmas windows going ahead, despite the obstacles we've all faced, now more than ever we need something to celebrate.*

*"Thanks to the assistance from the City of Melbourne, we have been able to deliver the experience in a way that is safe for our staff and the community, which has always been our foremost priority.*

*"This year's theme is one that reflects on the year that was and our "Bigger than Christmas" campaign, encapsulating not just one reason to celebrate, but looking at all the reasons we have to celebrate. We know from past years the windows have delivered joy and excitement to generations, and this year will be no different."*

### Quotes attributable to Lord Mayor Sally Capp:

*"Coming into the city with family to view the Myer Christmas Windows is a tradition that's decades old and very special for so many Melburnians, the City of Melbourne and Myer have worked together so we can help keep that alive in 2020.*

*"It's been a tough year for everyone and we are looking forward to bringing friends and family together to experience everything the city has to offer this Christmas."*

*"Holding the Myer Christmas Windows again this year will help encourage more families into the city and I hope they support our local businesses that have special dining and retail offers for Christmas."*

### Key Dates:

Myer Christmas Windows opening: **Saturday, 14 November**

Myer Christmas Windows closing: **Thursday, 24 December**

\*Myer Windows will be open to the public daily from 7:30am\*

**SOCIAL:** @Myer #MyerChristmas #MyerChristmasWindows #BiggerThanChristmas

**For more information, images or video footage – please contact:**

#### **Corey Croft, Public Relations Specialist**

P: 046 8897 764

E: Corey.Croft@myer.com.au

#### **Martin Barr, GM Corporate Affairs**

P: 0418 101 127

E: Martin.Barr@myer.com.au