



MEDIA RELEASE

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IMMEDIATE RELEASE

Salvos Stores comes to Myer at Eastland for National Op-Shop Week

This year National Op-Shop Week will be taking part between Sunday 24th August and Sunday 31st August 2014. For the first time, Salvos Stores have teamed up with Myer in Eastland Shopping Centre to provide a pop-up shop in-store for the week commencing Monday 25th August.

Salvos Stores will bring some amazing pre-loved treasures, in the form of women's clothing and accessories to Myer.

"Customers have the opportunity to create a unique outfit by combining the old with the new at the Salvos Stores pop-up at Myer Eastland," said Salvos Stores Chief Executive Officer Allen Dewhirst.

"The Salvos Stores pop-up shop at Myer Eastland means customers can shop for their new season look and complement it with a pre-loved item, helping out charity along the way," said Mr Dewhirst.

In March 2014, Myer teamed up with Salvos Stores to launch the Myer and Salvos Stores Fashion Rescue program, which rewards those who donate their pre-loved clothing at Salvos Stores with a \$10 Myer voucher per donation. The program supports the recycling of clothing in the Australian community, whilst also contributing to the valuable community work of the Salvation Army.

"Myer has assisted Salvos Stores divert approximately 93,000 items away from landfill in the past 6 months alone through the Fashion Rescue program. We are excited to continue our support for clothing recycling through working with Salvos Stores to establish a pop-up shop at Myer Eastland for National Op-Shop Week 2014," said Myer Executive General Manager Store Operations Tony Sutton.

The Salvos Stores pop-up shop at Myer Eastland will be running for a week commencing Monday 25th August.

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