



PROUDLY SUPPORTING



FOR IMMEDIATE RELEASE

Monday 9 November 2020

29th Annual Target Christmas Appeal launches to support a better Christmas for others

Christmas can be hard for many Australians, especially as so many are doing it tough for the first time this year due to the global pandemic.

Many families have to choose between buying gifts for Christmas or paying a power bill, or between a special Christmas dinner or paying for essentials.

To support a better Christmas for others, Target Australia has officially launched this year's Target Christmas Appeal, helping the UnitingCare Australia network to provide relief and support to thousands of people at Christmas.

UnitingCare Australia National Director, Claerwen Little, said, "We're so excited to have the support of Target Australia for the 29th year running. The Christmas Appeal makes such a difference for individuals and families that would otherwise go without.

"The generosity of our community is just outstanding. One mum last year broke down in tears when she was given a \$200 voucher, saying how much it meant to her to now be able to buy her kids Christmas gifts. People need our support more than ever this year. Even before the pandemic, one in eight Australians were living in poverty. Sadly, in the wake of COVID-19, that number is set to rise".

Target Australia Managing Director, Richard Pearson, said he wants all Australians to enjoy Christmas.

"Everyone deserves to experience the magic of Christmas, no matter their circumstances. Target Australia is passionate about being there for our community and giving our customers a chance to support a better Christmas for others.

"So if you can, we encourage you to support the Target Christmas Appeal and make a difference in the lives of those most in need," said Mr Pearson.

The Target Christmas Appeal has been running for the past 29 years to give customers the chance to support a better Christmas for others.



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The Appeal has raised over \$3.8 million and has received over 2 million gifts since it commenced.

The UnitingCare Australia network is one of the largest networks of community service providers in Australia with many well-known services such as Uniting, Lifeline and Wesley Mission. It supports 1.4 million people every year across urban, rural and remote communities and has over 50,000 staff and 30,000 volunteers. UnitingCare Australia believes that everyone, no matter their circumstance, has the right to live life to their full potential.

The Target Christmas Appeal runs from Monday 9th November to the 24th December 2020.

How to support a better Christmas for other Australians:

- Target customers can purchase a packet of six gift tags designed in a variety of trends for \$3. The gift tags can be found at registers in all Target stores.
- Scan the barcode at registers to make a \$3 contribution
- To make an online donation, visit target.com.au/targetchristmasappeal



100% of all contributions go directly to UnitingCare Australia and its national network of community service providers, who have been at the front line of service provision for over 100 years.

*Support a better Christmas for others, give to the **Target Christmas Appeal***

For further information, please visit target.com.au/targetchristmasappeal

- Ends -

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