



FOR IMMEDIATE RELEASE

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Salvos Stores launches new campaign – Changing Lives since 1883.

This month sees Salvos Stores launch yet another engaging communication campaign to their extensive customer base. 'Changing Lives since 1883' highlights the strong connection between the operation of Salvos Stores and the contribution to Salvation Army programs. Despite Salvos Stores loyal customer base understanding how their shopping dollars and vital donations contribute to the Salvation Army, Salvos Stores wanted to reinforce this important message to the general community.

This connection has been presented through various communication platforms in order to reach the wider community. It was important to educate people on how their shopping helps those marginalised and disadvantaged in a realistic, yet fun and engaging style.

Salvos Stores has chosen to tell the stories of three different groups of people through television commercials – all finishing with 'That's why I shop at Salvos Stores'. The contribution to vital community programs, the excitement of not knowing what you will find, endless environmental benefits of shopping second hand, and alleviating pressures of cost of living – are all topics covered in the video stories.

The variety and motivation of shopper demographics allows Salvos Stores to showcase the variety of goods available to customers, including vintage clothing, home wares, furniture and toys.

Salvos Stores Chief Executive Officer, Allen Dewhirst comments: 'Our motivations for this campaign are really quite simple. Remind our great customers and the wider community of just how much their shopping and donating at Salvos Stores helps those marginalised and disadvantaged. We want to connect with our diverse customer base by sharing shopper stories. We hope their stories will inspire people to visit our stores to shop and donate'.

The communication campaign is further promoted with a fantastic Facebook competition to find the next 'Face of Salvos Stores'. All details are available on the Facebook page - <https://www.facebook.com/salvosstores>

Salvos Stores Southern Territory operates over 200 retail stores in Western Australia, South Australia, Victoria, Tasmania and Northern Territory. Salvos Stores operate as a fully functioning retail business, recycling pre loved goods and relying heavily on the generosity of the public. Overall Salvos Stores operates as a thriving business with the added benefit of contributing positively to the excellent work of the Salvation Army.

For more information about Salvos Stores or store locations, please visit www.salvosstores.com.au or contact 13 SALVOS (137258). To view the TVCs go to www.youtube.com/salvosstores.

In brief -

What: Salvos Stores – Changing Lives Since 1883 campaign
Where: Victoria, South Australia, Western Australia, Northern Territory and Tasmania
When: September-October 2012