

# Media release

## UnitingCare and Target Christmas Appeal 2016

Monday 31 October 2016



### Australians urged to turn a dollar into \$1.5 million this Christmas

For 25 years UnitingCare and Target have partnered to brighten the lives of thousands of Australians at Christmas through their annual Christmas Appeal.

One in eight Australians live in poverty and many of these people turn to UnitingCare to put food on the table, buy gifts for their children and provide temporary accommodation over Christmas.

This year UnitingCare and Target are again calling on shoppers to give generously by purchasing gift tags for \$1 or giving an unwrapped gift for local families in need this Christmas.

Through the generosity of customers, organisers hope to raise \$1.5 million to support the many community service programs run by UnitingCare. A few dollars could help women and children fleeing domestic violence, people seeking emergency relief or children in foster care.

UnitingCare and Target are asking shoppers to donate an unwrapped gift by dropping it off at their local Target Christmas tree at the front of store. A small gift will help assist thousands of families who struggle to celebrate Christmas, something many of us take for granted.

In 2015 the appeal helped support over 45,000 Australian families. This year organisers hope to reach more people who simply won't have a Christmas without support from organisations like UnitingCare.

UnitingCare Australia is one of the largest providers of community services in Australia, supporting more than two million Australians each year. It provides services to older Australians, children, young people and families, Indigenous Australians, people with disability, the poor and disadvantaged, people from culturally diverse backgrounds and older Australians in urban, rural and remote communities.

Acting National Director, Martin Cowling, says 2016 has been a really tough year for families facing issues of unemployment and increasing living costs.

"Fortunately we have so many generous people in our community and we're relying on them to dig deep, show compassion and support our appeal this Christmas," Mr Cowling says.

Target's Managing Director Guy Russo says it's an important time of year to give back to communities in Australia who need it most.

"We are so pleased to be partnering again with UnitingCare's 25th Christmas appeal. Our stores love being part of this program as it touches so many disadvantaged families across Australia," says Mr Russo.

The UnitingCare and Target Christmas Appeal launches in all Target stores across the country on 3 November and runs through to 24 December. Shoppers are encouraged to drop off unwrapped gifts under the Target Christmas tree at the front of any Target store or purchase a \$1 bauble gift tag at the checkout. All proceeds will be donated to the UnitingCare Christmas Appeal.

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