

MEDIA RELEASE

21 November 2019

Spreading support for the community this Christmas with Hawaiian's Giving Box

Hawaiian is proud to announce it will be teaming up with Foodbank WA and new partner Variety WA for this year's Hawaiian Giving Box appeal, to help raise donations of food, children's gifts and funds for those in need.

Now in its seventh year, the appeal has contributed more than 74,000 meals and 38,000 gifts to local WA communities, providing much needed support to those struggling this Christmas.

Christmas can be a daunting season for disadvantaged families in Western Australia, who are unable to celebrate and take part in festive traditions because of personal hardship or difficult circumstances.

Hawaiian's Giving Box appeal is set to run across all of Hawaiian's Shopping Centres in Western Australia including Claremont Quarter, Hawaiian's Bassendean, Hawaiian's Forrestfield, Hawaiian's Melville, Hawaiian's Mezz, Hawaiian's Noranda and Hawaiian's Park Centre.

Hawaiian is encouraging shoppers and visitors to support the appeal by donating food, children's gifts and cash in-centre from 23 November to 31 December 2019.

Donated items can include tinned food, tea, Christmas pudding, gift vouchers, toy cars, dolls and arts and craft supplies to help create a special Christmas for those struggling.

Hawaiian CEO Russell Gibbs said Hawaiian is proud to again partner with Foodbank WA and new partner, Variety WA.

"Hawaiian's Giving Box appeal will once again give back to the people who need it the most at Christmas time, with many children, young people and families struggling at this time of year," Mr Gibbs said.

"We are proud this year to have partnered with Variety WA for the first time to support an organisation dedicated to helping disadvantaged children.

"The Giving Box appeal encourages the WA community to get involved and make a positive difference in the local community."

Variety WA CEO Tony Hume said the not-for-profit appreciated the opportunity to partner with Hawaiian's Giving Box appeal.

"With Hawaiian's support we will be able to help children, who are facing challenges such as illness, disadvantage or disability, to have a special Christmas," he said.

"We encourage the WA community to donate gifts to Hawaiian's Giving Box appeal as it sends a strong message that people do care."

Foodbank WA CEO Greg Hebble said many families will struggle to put food on the table this Christmas without the support of the community.



“Donations make a huge difference to those that are struggling, the support takes a lot of stress off families by providing the food needed to make a decent meal and access to luxury items such as tea, coffee or toiletries,” he said.

For more information on Hawaiian’s Giving Box, or to find a full list of participating locations, visit <https://givingbox.hawaiian.com.au/>.

ENDS.

For further information, or to set up a photo, please contact:

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