

MYER

Media Release

Immediate Media Alert
Friday 20 February 2009

More than \$1.5 million raised for bushfire Appeal

'The Myer Bushfire Appeal' has now raised more than \$1.5 million for the survivors of the Victorian bushfire tragedy.

A significant amount of money raised by the Appeal has already been distributed to those in need by The Salvation Army.

So far, contributions to the Appeal include donations from Myer customers, suppliers, team members and the company.

In order to push the Appeal beyond \$2 million, Myer team members and the Myer Management Board have now set themselves the challenge of raising a further \$250,000.

If this target is met, the Myer company will match that figure again.

Myer Chief Executive Officer, Mr Bernie Brookes said that it was important that the money raised through the Appeal was having an immediate effect.

"I'd like to reiterate my thanks to everyone that has contributed to the Appeal so far and also let them know that their donations are being put to use – right now.

"The generosity of our customers has been overwhelming but let's not stop now, we need to continue to give more so immediate assistance can continue to be provided."

"I remind everyone that customers can continue their generous donations in every Myer store across Australia so that The Salvation Army can continue to swiftly disperse the money to the needy."

ENDS

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