



MEDIA ALERT

18 January 2011

## SHOW YOUR SUPPORT – FREE FLOOD FIGHTBACK RIBBON AT SPOTLIGHT

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Australians are being urged to wear a blue ribbon in support of the victims and survivors of the devastating Queensland floods. "Flood Fightback" ribbons will be available FREE at all Spotlight and Anaconda stores across the nation from Wednesday 19<sup>th</sup> January 2011.

Spotlight Stores nationally have partnered with News Limited newspapers to launch the Flood Fightback Ribbon Campaign, to visually galvanise the community across Australia and show support and solidarity with those affected by this tragic event in Queensland.

The Flood Fightback Ribbon Campaign aims to encourage millions of Australians to wear a ribbon in a show of support for victims and survivors.

*Spotlight* Chief Executive Officer Mark Goddard said: "Our hearts go out to everyone affected by the floods across Queensland and the Eastern states; especially the many members of our team and customers that have been personally impacted. Today we are proud to be able to launch the Flood Fightback ribbon campaign with News Limited."

"We are encouraging all Australians to get into a Spotlight or Anaconda store and collect their free blue ribbon to show their support and solidarity to those affected by this event" said Mr Goddard

*Herald Sun* editor Simon Pristel said: "From today, we will be urging our readers and all Australians to wear a blue ribbon to rally behind those most affected by this natural disaster. "

"Times of crisis like this highlight the depth of emotion and concern the community shares. We saw this with the support of the 2009 campaign in the aftermath of the Black Saturday bushfires. Wearing a ribbon is a simple yet poignant way to show your support" said Mr Pristel.

Flood Fightback (blue) ribbons are available for free from Spotlight and Anaconda stores from Wednesday January 19. Spotlight expects community groups, churches, schools and corporate Australia to get behind the campaign.

Store locations and further details available at [www.spotlight.com.au/stores](http://www.spotlight.com.au/stores) and [www.anaconda.com.au/Stores](http://www.anaconda.com.au/Stores)

*Spotlight has also donated \$100,000 to Flood Relief Appeals and is working with the Salvation Army and local councils on donation of emergency goods for affected communities. Spotlight is also donating the Flood Fightback ribbons.*

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With over 90 stores Australia wide Spotlight is Australia's largest retailer of dress fabrics, craft & home interior ideas. Call 1300 305 405, or visit [www.spotlight.com.au](http://www.spotlight.com.au)

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