



Media Release

Monday, 1<sup>st</sup> February 2010

## YELLOW RIBBON CAMPAIGN TO HONOUR BUSHFIRE VICTIMS

Spotlight together with the Herald Sun and Victorian Government are again asking all Victorians to wear a yellow ribbon in memory of the victims of the Black Saturday bushfires.

The successful Yellow Ribbon campaign, which galvanised the community in the wake of Victoria's most devastating fires last year, was relaunched on Tuesday January 19, 2010, with FREE ribbons available at all Victorian Spotlight stores.

Now in its second year, the campaign honours the victims of February 7, 2009 in which 173 people died and a further 414 were injured.

Last year Spotlight donated thousands of meters of ribbon to churches, schools, community groups and corporate Australia, as well as distributing ribbons through its national network of stores. In total, a staggering 1.2 million ribbons were distributed.

As a result, the yellow ribbon became a lasting symbol of hope in the aftermath of the fires. Spotlight's head of corporate affairs, Steven Carey, said yellow ribbons would once again be available for collection free from Spotlight stores throughout Victoria from Tuesday January 19 to Monday February 8.

"We are asking Victorians to show your support to all affected communities, families and our emergency services by collecting a free "Yellow Remembrance Ribbon" in all Victorian Spotlight stores. It is our goal for Victorians to wear a yellow ribbon in the lead up to the one year anniversary on Sunday February 7, 2010."  
Visit your local Spotlight store before Monday the 8<sup>th</sup> to pick up your free yellow remembrance ribbon.

For all Victorian store details please visit [www.spotlight.com.au](http://www.spotlight.com.au)

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