



MEDIA RELEASE

UNDER EMBARGO UNTIL 7AM MONDAY 2ND DECEMBER

VINNIES REMINDS AUSSIES OF THE POWER OF GOOD IN NEWLY LAUNCHED CAMPAIGN VIA UNITED YEAH

The St Vincent de Paul Society ('Vinnies') has today launched a national brand campaign, reminding people that doing good provides positive outcomes for those experiencing disadvantage.

Building on the Vinnies message of "Good Works", the new campaign highlights a number of services and areas of support that Vinnies offers nationally, including assisting people experiencing homelessness, domestic and family violence, addiction, poverty and disadvantage.

The campaign is the first from newly appointed creative agency, United Yeah, who was added to the Vinnies roster after an agency pitch in July with the first piece of work voiced by Logie-winning actor and long-time supporter of the St Vincent de Paul Society, Noni Hazlehurst.

St Vincent de Paul Society National Manager Marketing, Catherine Braybon, said it had been a great experience to work with United Yeah on this important piece of work.

"United Yeah's idea encompassed what is at the core of the St Vincent de Paul Society's good works. It's our grassroots commitment to help people break the cycle of disadvantage and build a brighter future for themselves. Our members and volunteers and staff are on the ground, every day, doing good works, acutely aware of the hardships so many Australians are facing," Catherine said.

James Anderson, co-founder of United Yeah said "Beyond the Vinnies Shops that everyone knows, the breadth of support Vinnies provides to people in need is astounding. Being given the opportunity to promote the good work that Vinnies does nationally was an easy decision for us and we're thankful for having such a trusting partner in them throughout this new collaboration."

The campaign launches today across TV spots nationally as well as online and will coincide with national fundraising campaigns such as the Vinnies Christmas Appeal and the Vinnies CEO Sleepout.

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About St Vincent de Paul Society

The St Vincent de Paul Society, fondly known to many in the community as 'Vinnies', is a lay Catholic organisation that has been giving support to Australians experiencing disadvantage for over 175 years.

Almost 60,000 members and volunteers dedicate their time and talents to this important work in communities across the country. As well as visiting individuals and families in their homes, Vinnies runs a range of programs to support* people experiencing homelessness, poverty, family violence, and mental illness; provides help migrants and refugees; runs supported employment, addiction services, education and training; runs youth support services; and supports the community through its retail shops. (*services differ per state/territory).

For more information about the St Vincent de Paul Society go to www.vinnies.org.au

About United Yeah

United Yeah, fondly known as United Yeah, is a creative agency that helps brands create better work that positively impacts people and the planet. Their work drives positive business outcomes by bringing together ideas and people, keeping it real and by remembering that we're all humans first.

For more information about United Yeah or to look at a selection of their latest work, visit unitedyeah.com