

Target customers give 'Buddy Bags kids' a million reasons to smile

Target shoppers across Australia have helped raise \$1 million dollars for The Alannah and Madeline Foundation's Buddy Bags Program, with all profits from the sale of Target's red reusable bags donated to the Foundation.

One million dollars will deliver more than 8000 Buddy Bags nationally.

Buddy Bags are backpacks full of basic, essential items for children in emergency care, such as a toothbrush, toothpaste, hairbrush, pillowcase, facewasher, book, photo frame, underwear, pyjamas, socks and teddy bear – and are given to children on arrival in emergency accommodation.

"Target customers and team members have really embraced the opportunity to support The Alannah and Madeline Foundation's Buddy Bags Program through the purchase of red bags. When we first launched the red bags in November 2008 we conservatively aimed to raise \$150 thousand per year and in just under two years we've reached \$1 million, which is a wonderful result," said Target Managing Director, Launa Inman.

While The Alannah and Madeline Foundation is thrilled with this result, the Foundation's CEO, Dr Judith Slocombe, stresses the need is ongoing and encourages Target shoppers to continue to support the program.

"Reaching this milestone is truly phenomenal, but while there are thousands of children in emergency accommodation, these children still need support," said Dr Slocombe.

"Being removed from home is incredibly traumatic and much of the time these children arrive with only the clothes they are wearing. By providing children with belongings of their very own, it also helps begin the process of restoring a sense of safety and security into their lives.

"Our partnership with Target means we can continue to help Australia's most vulnerable children," said Dr Slocombe.

All profits from the sale of Target's red reusable bags (available in all stores) are donated to The Alannah and Madeline Foundation's Buddy Bags Program. Visit www.amf.org.au for further information.

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To arrange a photo at your local Target store please contact:

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