

Media Release
Wednesday 6 March 2019

Kiwis encouraged to 'Pedal for Plunket' at The Warehouse to help families in need



The Warehouse is encouraging people to get pedalling this month to help families in need.

Pedal for Plunket, a national fundraising initiative between The Warehouse and Plunket will see stationary bikes set up in all 92 The Warehouse stores between 6 – 26 March.

People are encouraged to donate a gold coin to ride a kilometre in support of Plunket, with funds raised helping to provide baby essentials such as nappies, beanies and warm clothing to families across New Zealand.

Customers can also donate by adding a dollar to their in-store purchase at The Warehouse stores nationwide.

Plunket CEO Amanda Malu says Pedal for Plunket is a healthy and fun way to provide extra support to families in need.

“Increasingly our people – staff and volunteers – are supporting families with more complex needs. There are many more stressors on families nowadays, and not just the most vulnerable families. This initiative will help support these families by making sure their newborns have some essentials to help them get the best possible start in life.

“I know these families will be grateful for the helping hand and so we want to encourage people to go instore, get on a bike and give it a go.”

As part of the fundraising campaign, The Warehouse will also be hosting family fun days at its Invercargill, Queenstown, Manukau, Tauranga and Masterton stores. There will be activities for the whole family including face painting, a bouncy castle, raffle prizes and a sausage sizzle.



The Warehouse CEO Pejman Okhovat says they are proud to partner with Plunket. “We are focused on supporting New Zealand families, which is a great fit for The Warehouse and our purpose of helping Kiwis live better, every day.

“All parents know that having a new baby is an incredibly joyful event, but it can also be demanding, particularly for new parents where so much is unknown. Plunket helps families all over New Zealand to feel supported and connected to their community during this time.

“The Pedal for Plunket in 2017 raised over \$450,000 for Plunket Playgroups, which help facilitate connection and support for new parents in local communities. This year, Pedal for Plunket is raising money for baby essential packs so that Kiwi kids get the resources they need to have the best possible start in life.

“We’re encouraging people to join the fun in stores by challenging a friend on a static bike or heading along to one of our community events. It’s a great opportunity to bring the kids and get a bit of exercise together, while helping a great cause.”

Notes to editors:

If you would like to organise an interview or photo opportunity with a representative from Plunket or The Warehouse please contact:

Erica Guy, Plunket: media@plunket.org.nz or 04 460 4680

Sarah Leaning, The Warehouse: sarah.leaning@thewarehouse.co.nz or 021 0630 208

Further information

Details of local fundraising events

[The Warehouse Invercargill – 6th March 2019](#)

10am – 2pm

[The Warehouse Queenstown – 9th March 2019](#)

10am – 2pm

[The Warehouse Manukau – 16th March 2019](#)

10am – 2pm

[The Warehouse Tauranga – 23rd March 2019](#)

10am – 2pm

The Warehouse Masterton – 26th March 2019

10am – 2pm