

Media release
9th March 2020

The Warehouse donates period products to women in need

The Warehouse has taken another step to address period poverty in New Zealand.

To mark International Women's Day on 8th March, The Warehouse took to social media to announce it would be donating pads and liners to Women's Refuge, to support women facing difficult circumstances.

The announcement follows news that The Warehouse has released its own range of affordable \$1 sanitary items.

Chief Product Officer, Tania Benyon says The Warehouse has a long history of supporting Women's Refuge and is pleased to partner with them to support women in difficulty.

"We want to ensure all Kiwi women can access basic essentials, including period products. That's why in addition to introducing our new range of \$1 pads and liners, for every ten sold, we'll also be donating a pack to Women's Refuge to distribute to women in need."

The Warehouse line currently offers three products: a 20 pack of regular liners, a 10 pack of regular pads and 10 pack of super pads.

Women's Refuge chief executive, Dr Ang Jury says, "Women leaving an abuser and entering our services, often do so with very little, as reaching safety is the obvious priority. That is why we are so grateful for this initiative that will take one less concern away from our clients during a traumatic time."

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Caption: For every ten packs of \$1 sanitary products sold at The Warehouse, The Warehouse will donate a pack to Women's Refuge