

The Warehouse reusable bags saving more than just the planet

The Warehouse Alexandra supports Women's Refuge through sale of reusable bags

With retailers ditching single use plastic bags all around the country, The Warehouse is taking things one step further and partnering with iconic Kiwi artists in a bid to raise money for those in need through the sale of their reusable bags.

The Warehouse has partnered with artist Dick Frizzell to design limited edition reusable bags to sell in stores between Wednesday 29 May and Tuesday 18 June, with 100 percent of the proceeds going to Women's Refuge.

The Warehouse Alexandra is participating in the initiative, and Alexandra local and The Warehouse Regional Manager Daniel Prew says: "At The Warehouse we love to support our local communities and the environment and we're proud to support Women's Refuge by selling reusable bags designed by iconic Kiwi artist, Dick Frizzell."

Ang Jury, Chief Executive for Women's Refuge says that the money raised will be going towards addressing family violence through their Kids in the Middle programme.

"Half of the people we help are children, so our Kids in the Middle programme aims to provide every Refuge in New Zealand with a full-time advocate to work for and with the kids.

"Unfortunately, we aren't funded for a lot of this work, even though it's crucial for breaking the cycle and helping the smallest members of our society heal and grow. Without companies like The Warehouse and their generous customers, we simply wouldn't be able to provide these essential services to the people that need them," says Jury.

During April, The Warehouse partnered with artist Rangi Kipa to design and sell reusable bags where 100 percent of the proceeds went to The Parenting Place.

With the sale of over 20,000 bags they have been able to support 270 families nationwide with their life-changing classes and programmes including the Building Awesome Whanau parenting group.

In 2009, The Warehouse was the first retailer in New Zealand to charge for single use plastic bags and raised over \$5million for their various charity partners in doing so.

Along with these Kiwi designed bags, The Warehouse has its own branded reusable bag that sells for \$1. Fifty percent of the net proceeds made through the sale of these bags will support local charities in the Ashburton area, while the other half will go to The Warehouse's various national charity partners.

The limited-edition Dick Frizzell bags will be available at all The Warehouse stores nationwide until Tuesday 18 June for only \$3.

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