



MEDIA RELEASE

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For Immediate Release

**THE GOOD GUYS CELEBRATES MILESTONE COMMUNITY CONTRIBUTION IN UPCOMING
DOING GOOD WEEK**

The Good Guys today announced it aims to perform 700 acts of 'good' nationally to celebrate the brand donating in excess of \$8 million dollars to more than 200 charities and community organisations around Australia through its Local Giving Program since the program commenced in 2006.

The Doing Good campaign will see all 99 The Good Guys stores accepting nominations for local community groups, families and individuals to receive a helping hand between Monday 24 August to Sunday 30 August 2015.

From the donation of a small appliance for a raffle to volunteerism by staff, The Good Guys is on the lookout for opportunities, big or small, to 'do good' during Doing Good Week.

"Doing good and making a difference in the local community is an integral part of what it means to be a Good Guy. This is partly achieved through our Local Giving Program, which sees a percentage of every transaction in-store and online donated back to local community organisations," stated a spokesperson from The Good Guys.

"But our community support goes far beyond just the Local Giving Program. We strongly believe in strengthening the communities in which we operate by supporting essential programs, services and projects at a grassroots level which is why many of our stores also support local sporting clubs, sponsor charity events and provide stock donations to schools and other local community groups throughout the year," they said.

People across Australia are invited to nominate a local school, community group, charity, family or individual that they believe needs a helping hand and they could be selected to be a recipient of an act of doing good during The Good Guys Doing Good Week.



With seven nominations chosen to receive an act of doing good nationally, and an additional seven per store, The Good Guys is taking 'Doing Good' to a whole new level.

Nominations can be made in-store, at the admin counter, or via Facebook facebook.com/thegoodguysAU from Monday 13 July and Sunday 16 August 2015.

"We're proud to have supported so many worthy charities and community organisations over the years and we are looking forward to further extending our support within the communities in which we operate during Doing Good Week," said a spokesperson from The Good Guys.

"We encourage all of our customers to come in or jump onto Facebook to help us celebrate this achievement and look forward to receiving some great nominations, big and small, in the lead up to Doing Good Week at the end of August."

Groups are encouraged to work together and use their own social networks to work towards achieving an act of doing good for their organisation.

"Doing good is at the heart of everything we do at The Good Guys and we are committed to continuing our community support long into the future," commented a spokesperson from The Good Guys.

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For media enquires or further information, please contact:

mediaenquiries@thegoodguys.com.au