



MEDIA RELEASE
For Immediate Release

October, 2021

DOUBLING DONATIONS ON DAY FOR DANIEL

Local shoppers at The Good Guys in Southern Queensland are being encouraged to help make a difference and support Australia's largest child safety education and awareness day, Day for Daniel.

Held annually on the last Friday of October in honour of Daniel Morcombe, Day for Daniel is an initiative of the Daniel Morcombe Foundation which aims to raise funds to assist with the development of free resources and programs for parents, carers and educators to teach children how to stay safe.

The Good Guys is calling on shoppers to get behind the Day for Daniel effort across Southern Queensland, hosting an in store fundraising campaign which will see The Good Guys double any gold coin donation made by customers in store to support the vital work the Daniel Morcombe Foundation does in the community.

"The Daniel Morcombe Foundation is an important resource in the community," said The Good Guys spokesperson. "All funds raised during the Day for Daniel fundraiser go towards the development of free education initiatives and support for young victims of crime, to help keep kids safe."

"This year, we are encouraging locals to support Day for Daniel by making a gold coin donation in store, and we will be doubling all gold coin donations made in store from Friday 29 October 2021 to Sunday 31 October, 2021."

As well as support provided on Day for Daniel, Daniel Morcombe Foundation is a recipient of [The Good Guys Doing Good Workplace Giving program](#).

The program sees The Good Guys match every dollar donated by team members, doubling the positive impact to vital organisations such as the Daniel Morcombe Foundation to ensure they can continue their important work in our communities.

The Good Guys Day For Daniel fundraising will take place from Friday 29 October 2021 to Sunday 31 October 2021.

For further information regarding Day for Daniel, visit danielmorcombe.com.au

For media enquires or further information, please contact: mediaenquiries@thegoodguys.com.au