

MEDIA RELEASE

26 March 2024

Melbourne, get ready to pop into a feel-good shopping experience!

St Vincent de Paul Society Victoria's beloved Vinnies Shops is excited to introduce "PopUP by Vinnies"* – its first-ever pop-up shop that promises to redefine the op-shop experience – but only for a short time.

Opening its doors on Thursday 28 March at 10.00am at Ground Level, 20 Star Crescent, The District Docklands, "PopUP by Vinnies" is set to challenge traditional op-shop norms.

This temporary venture aims to inject sustainability and value into one of Melbourne's prominent shopping precincts, catering to budget-conscious customers.

"We are very fortunate that people entrust their preloved donations with us," says Acting EGM Commercial Services Liz Randle. "Sometimes we receive new, incredible stock as a donation, and we really feel the responsibility to honour the product.

"Over the past 12 months, we have received many exciting donations that we can't wait to showcase. When this venue came up, we knew it was the right spot for a 'PopUp by Vinnies' shop."

Unlike the regular – and much-loved – Vinnies Shops, "PopUP by Vinnies" stands as a unique initiative, spotlighting carefully curated, top-quality donations generously contributed by supporters. These items are showcased in one convenient, easily accessible location, offering shoppers an unparalleled, exciting, and highly valuable shopping experience.

While Vinnies Victoria is keeping a lid on some of the more exotic finds at the shop, the team can reveal that donations include: imported footwear, a huge range of new electrical items, homewares for the decorator and a range of new musical instruments including a violin.

Initiatives such as these come at a critical time for St Vincent de Paul Society Victoria with call centre volunteers taking as many calls as they possibly can. There is an urgent need for additional funding amid the ongoing cost-of-living crisis and affordable housing shortage. Last financial year, the charity saw a 49% rise in our cost-of-living assistance.

Vinnies Victoria invite everyone to join them in this temporary retail adventure, where every purchase contributes to St Vincent de Paul Society's mission of assisting Victorians in need within the community.

Open Monday to Sunday, 10.00am-6.00pm daily.

**Please note that this location will not be accepting donations.*

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ABOUT THE ST VINCENT DE PAUL SOCIETY:

The St Vincent de Paul Society and its wide network of members and volunteers provide practical frontline support, advocacy and friendship for the most vulnerable members of our community. Key services include home visitation; Vinnies Shops; youth programs; soup vans; assistance for asylum seekers and refugees; education and tutoring; and professional accommodation and health services through VincentCare. The St Vincent de Paul Society in Victoria has more than 11,000+ members and volunteers, and more than 60,000 across Australia. Internationally, the Society operates in 149 countries and more than 950,000 members. To find out more visit www.vinnies.org.au/vic.