



FOR IMMEDIATE RELEASE

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Salvos Stores \$2 Monday Madness

With consumers getting more and more cautious about spending their disposable income, all retail organisations are looking for new ways to attract customers to stores.

Salvos Stores is meeting this challenge head-on by creating a \$2 Monday Madness sale in all stores. Every Monday, a rack of men's, women's and children's clothing will all be on sale for \$2 at the front of each Salvos Stores. The rack will be replenished throughout the day.

The aim of the new weekly sale is to drive traffic into stores earlier in the week and to take advantage of people looking for quality items at lower prices. This campaign will capture the imagination of shoppers, as they can buy a whole new outfit for a cost of a sandwich.

Allen Dewhirst, CEO Salvos Stores commented; "With the retail market being what it is at the moment, we wanted to offer our customers even greater value every week. Driving traffic into stores earlier in the week will benefit not only the customers who will pick up a bargain, but also help to boost overall sales early in the week."

With 210 stores across five states offering this unique sale, everyone has a chance to benefit. The new sale is the latest strategic move by Salvos Stores to combat the fall in the retail market. Salvos Stores sales tactics appear to be working with the organisation receiving impressive sales figures during August.

Stylist Claire Muller commented, "\$2 Monday Madness is a great initiative for shoppers everywhere. What a brilliant way to update your wardrobe for less than the price of a coffee! Salvos Stores always has great pieces. Getting stylish items for \$2 makes it even more satisfying."

Salvos Stores Southern Territory operates 210 retail stores in Western Australia, South Australia, Victoria, Tasmania and Northern Territory. Salvos Stores operate as a fully functioning retail business, recycling pre loved goods and relying heavily on the generosity of the public. Overall Salvos Stores operates as a thriving business with the added benefit of contributing positively to the excellent work of The Salvation Army.

For more information about Salvos Stores please go to www.salvosstores.com.au or contact 13 Salvos (13 72 58)

In brief -

What: \$2 Clothing every Monday (selected clothing only)
Where: All Salvos Stores. For full list of stores go to www.salvosstores.com.au
When: Every Monday