



## PRESS RELEASE

### **Become a Salvonista at Salvos Stores Mobile Boutique!**

Salvos Stores are launching their fashion focused **Salvonista** campaign throughout September and October 2012. The campaign encourages fashion savvy, budget conscious consumers to shop at their local Salvos Stores and discover affordable fashion, while helping the community and the environment.

The Salvonista campaign brings the store to you through the creation of the **Salvonista Mobile Boutique**. A converted van transforms into a funky fashion store which will be popping up at key locations in NSW, QLD & ACT over a month long period. The Mobile Boutique will be powered by solar panels to ensure it is as eco-friendly as possible.

But what is a Salvonista? We all know the term Fashionista, used to define a person with a penchant for shopping and a natural flair for combining both current and vintage fashionable trends. Salvonista on the other hand is someone who prides themselves not only on how they look on the outside but also on the inside – helping the community and others around them.

Salvos Stores is proud to announce Lynette Bolton as the Salvonista brand ambassador. Lynette is the perfect fit for the Salvonista campaign. She is a woman of many talents, setting up her own business a few years ago in event management & wedding planning. She is a regular fashion commentator on Channel 7's Sunrise & The Morning Show, and regular guest radio presenter on stations such as Nova. Lynette is also a star in her own right, having been one of the leading ladies on Arena TV show WAG Nation. On top of all of this Lynette is mum to baby Siarra and wife and avid supporter of her husband Jude Bolton, the veteran Sydney Swans player. Any free time she does have Lynette dedicates to charities such as breast cancer awareness and various animal protection causes.

Lynette Bolton says "I'm very proud to be asked to be the Salvonista brand ambassador. I'm a passionate supporter of charities, and this one is close to my heart. My love of fashion means I can use my expertise to contribute to the campaign, and the vital support that Salvos Stores brings to local communities is so important to highlight. Reusing and recycling clothes means we can look unique through affordable fashion, and also help the environment and community. Being a Salvonista is about not only how you look on the outside but how you feel on the inside as well!"

Salvos Stores and Lynette are encouraging all you savvy shoppers to be Salvonista's this spring. Visit the Mobile Boutique where you can get top fashion tips from stylists, meet your local Salvos Stores staff and engage with the Salvonista ambassadors. Hunt for pre-loved fashion treasures and find out where your local stores are, so you can continue to shop as a Salvonista once the Mobile Boutique has moved on.

For full information on the Salvonista campaign and details of locations visit [www.salvonista.com.au](http://www.salvonista.com.au)

**Salvonista Mobile Boutique Locations:**

**NSW: (x3)**

Where: Belmore Park, Sydney

When: Thursday 27<sup>th</sup> September 2012

What: Media Launch 8.30am – 10am, Salvonista Mobile Boutique 10am – 6pm

Where: University of Newcastle, Central Coast Campus, Ourimbah

When: Wednesday 3<sup>rd</sup> October 2012

What: Salvonista Mobile Boutique 10am – 4pm

Where: Church Street, Parramatta

When: Wednesday 17<sup>th</sup> October 2012

What: Salvonista Mobile Boutique 10am – 6pm

**QLD: (x3)**

Where: Bazaar Street, Robina Town Centre, Gold Coast

When: Saturday 6<sup>th</sup> October 2012

What: Salvonista Mobile Boutique 10am – 5pm

Where: University of Queensland, St. Lucia Campus

When: Wednesday 10<sup>th</sup> October 2012

What: Salvonista Mobile Boutique 10am – 4pm

Where: Reddacliff Place, Brisbane Square, Brisbane

When: Saturday 13<sup>th</sup> October 2012

What: Salvonista Mobile Boutique 10am – 5pm

**ACT: (x1)**

Where: Gungahlin Place, Gungahlin

When: Saturday 20<sup>th</sup> October 2012

What: Salvonista Mobile Boutique 10am – 5pm

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Notes to Editor:

**About Salvos Stores:**

Salvos Stores fund community work across a range of areas including aged care, drug and alcohol abuse counselling, crisis and support accommodation, youth support and more. By shopping and donating at your community Salvos Store you are supporting the mission and programs of The Salvation Army.



Salvos Stores use all their proceeds to fund vital work in the community on a weekly basis. This includes:

- 100,000 meals for the hungry
- 2,000 beds for the homeless
- 1,000 people with employment assistance
- 3,000 elderly people with aged care services
- Up to 8,000 food vouchers
- Refuge for 500 victims of abuse

Find your nearest Salvos Stores by entering your postcode at: [www.salvosstores.salvos.org.au](http://www.salvosstores.salvos.org.au)

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