

## MEDIA RELEASE

For immediate release



# The Big Issue Celebrates 25 Years With 2021 Calendar

If you're looking to leave 2020 behind and start afresh, The Big Issue has you sorted with its 2021 calendar - on sale now!

And there's more than one reason to look forward to 2021, with The Big Issue celebrating its 25<sup>th</sup> anniversary next year.

Packed full of stories and photographs of *Big Issue* vendors all over Australia and hilarious cartoons by Andrew Weldon, it's a celebration of 25 years of *Big Issue* vendors proudly working to positively change their lives.

Amy Hetherington, *The Big Issue* editor, speaks about the motivation behind this year's calendar.

"Since we launched on the steps of Flinders Street Station back in 1996, *The Big Issue* magazine has made an important difference to the thousands of people who have sold it, people experiencing homelessness, marginalisation or disadvantage. As we look to our milestone 25<sup>th</sup> year, the 2021 calendar celebrates The Big Issue's history and vendors, who are at the heart of everything we do.

"As we head into the holiday season, the calendar is a much-welcome boost for vendors in what's been a tough year."

The Big Issue 2021 Calendar is available from vendors around the country for \$15. Vendors purchase the calendar for \$6 and sell it for \$15, earning 60% of the cover price and a meaningful income. Vendors are equipped with hand sanitisers, magazine and calendar boxes and the option for cash, card or Beem It payments to ensure the health and wellbeing of vendors, customers and the broader community.



Pictured: Vendor Ryan from Perth with the new calendar.

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### **ENDS**

*Big Issue* vendors, staff and spokespersons are available for interview. For more information or to confirm media opportunities contact:

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### **About The Big Issue:**

The Big Issue is Australia's biggest social enterprise, best known for *The Big Issue* magazine. Since starting in 1996, more than 13 million magazines have been sold, putting more than \$31 million into vendors pockets nationally.

Alongside the magazine The Big Issue has additional programs such as the Women's Subscription Enterprise, Community Street Soccer Program and The Big Issue Classroom. For more information visit [thebigissue.org.au](http://thebigissue.org.au).