

MEDIA RELEASE

For immediate release



Big earnings for *The Big Issue* vendors

Thanks to fundraising support, vendors of Australian street magazine *The Big Issue* will earn more this fortnight with a special 2-for-1 magazine offer.

Between 15-28 September, for every copy of *The Big Issue*'s current edition vendors purchase, they will receive another one for free.

Normally vendors purchase magazines for \$4.50 each and sell to customers for \$9 each. With this 2-for-1 offer vendors will be increasing their stock and earning more from each sale. Vendors can now accept payment from customers by cash, card or phone.

This special offer is thanks to the support from The Big Issue's annual fundraising event, The Big Sell. The Big Sell raises funds for The Big Issue and vendors, and those who meet their fundraising goals are invited to hit the streets and sell *The Big Issue* magazine with a vendor. The donations from this event have helped to create this exciting initiative for vendors.

The Big Issue CEO Steven Persson hopes the community will continue their support this fortnight.

"Buying *The Big Issue* magazine at any time is always a direct and impactful way to support those living on the margins, but we hope that this fortnight in particular our community will embrace this 2-for-1 offer and pick up a magazine from their local vendor.

"The opportunity for vendors to earn more with each sale is welcomed after a challenging few years. Last year vendors collectively earned an additional \$70,000 from this deal, and we hope to make another great impact for our vendors this year."

This fortnight's edition of *The Big Issue* celebrates 50 years of Australian rock band AC/DC. Since 1996 more than 14 million magazines have been sold, and \$35 million collectively earned by vendors.

Registration for The Big Sell 2024 will open soon, stay tuned on thebigissue.org.au and The Big Issue social channels for more information.

Ends

Contact

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The Big Issue spokespersons and vendors are available for interview.

About The Big Issue

The Big Issue is Australia's longest standing and most significant social enterprise. It is an independent, not-for-profit organisation dedicated to supporting and creating work opportunities for people experiencing homelessness, marginalisation and disadvantage.

The Big Issue is best-known for *The Big Issue* magazine. It has since expanded to create and operate several additional programs and enterprises: the Women's Workforce, Community Street Soccer Program, The Big Issue Classroom and Homes for Homes.

For more information visit thebigissue.org.au