

MEDIA RELEASE

For immediate release



***The Big Issue* magazine turns 28**

Street magazine *The Big Issue* is celebrating 28 years in June, marking the incredible milestone with a very special birthday magazine on sale now.

The 28th birthday edition looks back at some of the memorable moments in The Big Issue's history, since launching on 16 June 1996 on the steps of Flinders St Station in Melbourne. Over 28 years the magazine has expanded to six states and territories with hundreds of vendors proudly working every day. More than 7,500 vendors have sold 14 million copies of the magazine, putting \$38 million into the pockets of those experiencing homelessness, marginalisation and disadvantage.

The edition also looks at the history and memories of cake, celebrating all things confectionary with a mouth-watering cake from Mali Bakes on the cover.

The Big Issue CEO Steven person thanks The Big Issue's community of vendors, program participants, readers, supporters, partners, volunteers and staff for their commitment and support.

"For 28 years, every way you have interacted with us, whether it's buying a magazine, connecting with a vendor, or sharing a simple hello has changed the lives of some of Australia's most vulnerable people.

"To have been in publication for 28 years, providing positive, sustainable employment for those who need it most is no easy feat. Our successes are a testament to the vendors and community who have shown faith in our model and work. Through your efforts participants can flourish and we can continue to provide work and connection for those living on the margins.

"Throughout our birthday month, our wish is that you continue supporting The Big Issue and vendors – first and foremost, by picking up a copy of our 28th birthday magazine."

The Big Issue's 28th birthday magazine is on sale nationally. Vendors can accept payments by cash, card or PayID.

Vendors purchase magazines for \$4.50 each and sell them for \$9 each. To celebrate this edition and increase earning potential vendors have a special '2-for-1' offer when they purchase this edition. This offer is thanks to the Gailey Lazarus Charitable Foundation.

ENDS

The Big Issue staff and vendors are available for media. For more information and to confirm media opportunities contact:

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