

## MEDIA RELEASE

For immediate release



### The Big Issue launches 2025 Calendar celebrating vendors and their hobbies

Much-loved social enterprise The Big Issue has released their 2025 Calendar, on sale now from your local vendor!

This year the 2025 Calendar showcases *The Big Issue* vendors and their hobbies, including record collecting, reading, biking, basketball, fishing and swimming.

The calendar features vendors all around Australia, including Daniel in Canberra, Denise in Sydney, Dennis in Brisbane, Kellee in Perth, Michael in Melbourne and Ron in Adelaide.

Alongside the beautiful portraits of vendors and their stories, the calendar also features special cartoons from resident cartoonist Andrew Weldon.

Amy Hetherington, *The Big Issue* editor, says: “*The Big Issue* vendors are more than just street magazine sellers. Exploring their hobbies and who they are beyond the fluoro vest in the 2025 Calendar allows us to know and connect with vendors in a new way.

“As we head into the festive season, vendors will be selling the calendar alongside the magazine. The calendar makes for a great gift and provides a welcome income boost during what is often a tough time for people living on the margins.”

The Big Issue 2025 Calendar is available from vendors around the country for \$20. Vendors purchase the calendar for \$8 and sell it for \$20, earning \$12 for every calendar sold. Vendors accept payment via cash, tap & go, or PayID via your banking app. Those not close to a vendor can purchase the calendar at [The Big Issue Australia Shopify](#) store.

*The Big Issue* magazine is published fortnightly. Vendors come to The Big Issue from a wide range of circumstances, including homelessness, long-term unemployment, intellectual and physical disability, mental illness, drug and alcohol dependency and family breakdown. Our programs provide low-barrier opportunities for people to earn a meaningful income, build their confidence and connect with their community and support networks.

#### ENDS

*The 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 14 million magazines have been sold, putting more than \$38 million into vendors pockets nationally.

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