



Press Release

10 February 2015

Target Australia partners with Camp Gallipoli to become the Official Camp Gallipoli Store

As Australia prepares to mark the ANZAC Centenary, Target Australia is proud to be the official Camp Gallipoli Store, where Australians can purchase their official Camp Gallipoli merchandise.

Camp Gallipoli will be one of the highlights of the ANZAC Centenary celebrations, and will see thousands of families, students and community groups camp out under the stars at venues across the country, being entertained by music, films, and a special dawn service event. Camp Gallipoli promises to be an event filled with memorable and uplifting moments of remembrance, entertainment and mateship.

To celebrate 100 years of the Anzac Spirit, Target has developed an exclusive range of official Camp Gallipoli merchandise including blankets, picnic rugs, homewares and women's, men's and children's clothing, all of which have been specially designed in-house to complement the Camp Gallipoli events.

The exclusive collection will be available in all Target stores across Australia and online at www.target.com.au from March 2015. All profits from the sale of Camp Gallipoli merchandise will be donated to the Camp Gallipoli Foundation.

Target Managing Director, Stuart Machin, said it was a privilege to be the retail partner for Camp Gallipoli;

“Target has been embedded in the Australian retail landscape for nearly 90 years, and so it made sense for us to partner with Camp Gallipoli. The ANZAC Centenary promises to be the defining event on the Australian calendar in 2015, and we are looking forward to playing our part in celebrating the courage and mateship of the first ANZACS, and all who have served over the past 100 years,” Mr Machin said.

CEO of the Camp Gallipoli Foundation, Chris Fox, said he was thrilled about the partnership with Target;

“Celebrating the centenary of our ANZACs in 2015 is an important milestone in Australian history. We're proud to be partnering with a well respected brand that's made its way in to the hearts and homes of all Australians, and we will work together to communicate what the spirit of the ANZAC means to every corner of Australia through Target stores and their community, to help the spirit of ANZAC live on,” Mr Fox said.

Tickets to each Camp Gallipoli are limited and are on sale now through Ticketek, ticketek.com.au



About Camp Gallipoli Foundation

Camp Gallipoli Foundation is a not-for-profit organisation that has been endorsed by the ANZAC Centenary committee, Department of Veterans Affairs, Federal Education Department, RSL and Legacy and was established to help preserve and foster the unique spirit of ANZAC commemorations. All profits from the events will go to the RSL and Legacy.