



EMBARGOED UNTIL 21 DECEMBER, 2023 AT 12:00AM AEDT

MEDIA ALERT

TARGET LAUNCHES BIGGEST CLEARANCE SALE EVER
Mega Sale promises something for everyone

21 December, Sydney: Target's **biggest clearance sale ever**, goes live today. The Mega Sale will give Aussies the opportunity to bag amazing deals ahead of Christmas, and beyond, making their summer a little brighter and after a tough year, pressure on hip pockets a little lighter.

Event Information

What: Target's Mega Sale
Date: 21 December, 2023 – 18 February, 2024, or while stock lasts.
Location: Target stores, nationally, online via www.target.com.au (with delivery and click and collect options available) and via [Target's award-winning app](#).
Details: Huge discounts* available across homewares, appliances, electrical, nursery, manchester and toys with popular products expected to sell quick.

Target says the Mega Sale reinforces why the department store continues to be Australia's favourite destination for affordable quality and surprising style.

"The post-Christmas sale season is one of the most anticipated each year where Aussie families can make big savings on essential purchases or big-ticket items they may have been holding off on after a tough year. **Value is now more important than ever.** Household budgets are tight, but savvy consumers take advantage of sales periods to get ahead on the year's gifting needs or to purchase household essentials", he said.

"As the retailer that's been **synonymous with Australian families for nearly 100 years**, Target understands that customers expect **amazing quality and style at an affordable price.** That's exactly what we are offering in this sale, exceptional value, earlier in the season than the traditional Boxing Day kick-off. Our advice to get the most value from shopping the sale is to get in early. Our research shows it's the highly organised customer who reaps the greatest reward and benefit to their household budget," he continued.

Visit <http://www.target.com.au> Or download [Target's award-winning app](#) to shop the best deals on offer right now.

– ENDS –

Contact: media@target.com.au

About Target

At Target, we're on a relentless mission to make great quality products truly affordable for Australian families. Products that really make a difference, at prices that won't cost the earth. So, every time you wear them, wash them, look at them, touch them and use them, you feel the satisfaction of knowing we've made sure they stand up to the test of everyday family life. Because that's what you expect from Target. That's Target.



Target are proud to be a part of hundreds of communities across Australia offering a seamless shopping experience in-store and across their digitally enabled platforms including click and collect, [target.com.au](https://www.target.com.au) and the Target app to ensure ease and accessibility across every touchpoint of the brand.