

COUNTRY ROAD GROUP

COUNTRYROAD MIMCO POLITIX TRENER Y WITCHERY

MEDIA RELEASE | 7 OCTOBER 2021

Country Road Group launches \$100,000 vaccine incentive, “Together We Can”

Country Road Group has today announced a \$100,000 initiative to encourage customers across Australia and New Zealand to join the COVID-19 vaccination drive.

From today, customers of Australia’s most iconic retail fashion brands – Country Road, MIMCO, POLITIX, Trenergy and Witchery – can enter the draw to win one of 25 all-new wardrobes, each to the value of \$4000.

Entry to the “Together We Can” competition is open to all loyalty customers who will be fully vaccinated by Monday 8 November, via the digital and social media channels of each Country Road Group brand.

Country Road Group CEO Raju Vuppalapati said the Together We Can initiative, featuring the biggest prize pool in Country Road Group history, was especially imperative given the pandemic’s significant and ongoing impact on the Australian retail industry.

“I am pleased to launch Together We Can to thank everyone who has made a commitment to getting the jab so far. We know vaccination is our ticket to allowing us all to get back to many important aspects of community life. I am proud to be leading our business as we call on our loyal customers to help us reopen our stores, safely welcome our team members and customers back instore and most importantly, ensure the health and wellbeing of all Australians.

“Our team is busy preparing for the reopening of all stores when vaccination benchmarks are met and, as the nation opens up and we return to workplaces, events and social celebrations, I’m sure a wardrobe update will be a very welcome reward for many.”

Country Road Group has further thrown its support behind the national vaccination campaign by offering paid vaccination leave to all full- and part-time team members, and offering weekly prizes to vaccinated team members across its retail, distribution and support centre sites.

Competition winners will be drawn on Wednesday 17 November. Winners must show proof of eligibility to claim their prize.

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