

Media Release
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Sealy Australia pledges 1000 mattresses to GIVIT's Bushfire Appeal

National bedding manufacturer Sealy Australia has pledged 1,000 pieces from its range of mattresses to online charity GIVIT, to help residents rebuild their lives after catastrophic bushfires.

The donation will see mattresses available across Australia through GIVIT's online donation management platform – www.GIVIT.org.au - and coordinated once residents are ready to receive essential household items.

GIVIT CEO, Sarah Tennant, said the generosity of Sealy Australia provides a crucial item for residents in bushfire-ravaged communities who have sadly lost everything.

"Thanks to Sealy Australia, GIVIT will be able to provide bushfire-affected residents from Lithgow to Mallacoota with a comfortable mattress to sleep upon," Ms Tennant said.

"We're incredibly grateful to Sealy Australia who have pledged 1,000 pieces. GIVIT will work with frontline services, agencies and charities to ensure Sealy's donation goes to those who need it most."

Sealy Australia's Managing Director, Simon Dyer, said the company wanted to support by providing a comfortable place to rest as residents recover from the unprecedented bushfires.

"With our Sealy Australia family across the country, we've been moved by the terrifying images and stories, our team wanted to help those impacted by devastating bushfires the best way we know – with a safe and great bed to sleep and recover," Mr Dyer said.

In partnership with NSW and QLD Governments, GIVIT manages donations of goods and services for communities affected by the current bushfires.

To donate of cash or items to support communities impacted by bushfire visit www.GIVIT.org.au/disasters.

If you are a local charity or frontline service wanting to access donated goods and services, please register at givit.org.au/charity-registration.

For further information or interviews please contact GIVIT's Media Team

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About GIVIT

GIVIT is a national online not-for-profit connecting those who need with those willing to give. Through its website givit.org.au, trusted Australian charities are supported as they request essential, quality items on behalf of their clients. GIVIT matches their needs with public and corporate generosity, facilitating quality goods to reach our most vulnerable, impoverished and marginalised individuals in a safe, easy and timely manner. Since establishment in 2009, more than 1.5 million items have been donated via GIVIT to assist Australians in need. In 2011 GIVIT established its disaster recovery service following the Queensland floods and managed the donation of more than 18,000 items.

Since then, GIVIT has become the official partner of the Queensland Government managing offers of assistance after disasters on its behalf and has already distributed more than 227,000 items after 2019 Queensland flooding and 14,563 items so far for Queensland Fires. GIVIT distributed more than 17,600 items to people in need after the 2018 Queensland fires and after 2017's Tropical Cyclone Debbie, coordinated the donation of 92,000 items. In 2015, GIVIT gained national attention with Founder and Director Juliette Wright receiving Australia's Local Hero Award by the National Australia Day Council and inducted into the Australian Businesswomen's Network Hall of Fame. In 2019, she was awarded a Medal of the Order of Australia (OAM). GIVIT also received a National Resilient Australia Award by Australia's Attorney-General for its disaster recovery service and The Australian National Innovation Challenge Award.

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