



Brotherhood of St Laurence

Working for an Australia free of poverty

MEDIA RELEASE

Tuesday, 28 July, 2009

For immediate release

Jeans for Genes joins forces with the Brotherhood of St Laurence

The Brotherhood of St Laurence is supporting Jeans for Genes during the week 1-7 August 2009, by offering high quality, recycled denim for only \$3.

For every pair of jeans purchased during Jeans for Genes week, the Brotherhood will donate 10 per cent of proceeds to Jeans for Genes. The remaining funds raised will be used by the Brotherhood community projects that help disadvantaged people build better lives.

The Brotherhood of St Laurence community stores in Melbourne, Geelong and on the Mornington Peninsula are famous for fantastic recycled and vintage clothing. During Jeans for Genes week the stores will have more than 100,000 pairs of jeans available for only \$3 - including designer labels such as Diesel, Levi's, Mooks, Ralph Lauren and many more. The Brotherhood hopes to raise over \$300,000 during the week.

Buying recycled denim saves precious energy and minimises climate change impact. To make a new pair of jeans creates more than 100 'black balloons' of greenhouse gases. By comparison, to process and distribute a recycled pair of jeans creates just two black balloons of greenhouse gases.

The Brotherhood of St Laurence is a charity working for an Australia free of poverty. It provides services for disadvantaged families, elderly people, refugees, youth and the unemployed which allow people to create a better future for themselves.

Jeans for Genes is a major fundraiser of the Children's Medical Research Institute. One in twenty children is born with some form of genetic fault. There are children with leukaemia, muscular dystrophy, genetic defects and many other disorders. The scientists at the Children's Medical Research Institute work to prevent these diseases before they occur, or where that is not possible to develop better treatments.

Locations of stores attached

Media inquiries: Grahame Whyte on 0410 221 574.

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Brotherhood of St Laurence stores

Balwyn

609 Whitehorse Road
Ph: (03) 9880 7848

Bentleigh

518 Centre Road
Ph: (03) 9557 6130

Brunswick

109 Brunswick Road
Ph: (03) 9387 9519

City Ground Floor

Royal Arcade
Ph: (03) 9650 1843

City Basement

Royal Arcade
Ph: (03) 9650 3011

Croydon

24 Hewish Road
Ph: (03) 9725 7921

Dandenong

235 Thomas Street
Ph: (03) 9792 4414

Deer Park

114 Westwood Drive
Ph: (03) 9361 2180

Eltham

Eltham Mall,
17 Arthur Street
Ph: (03) 9439 3483

Footscray

462 Geelong Rd
Ph: (03) 9325 1903

Frankston

27 Keys St
Ph: (03) 9769 6142

Glenhuntly

1143 Glenhuntly Road
Ph: (03) 9571 3879

Greensborough

Rear Shop 6, Main Street
(cnr Para Road)
Ph: (03) 9434 4221

Grovedale

194 Torquay Road
Ph: (03) 5241 9066

Ivanhoe

220 Upper Heidelberg Road
Ph: (03) 9499 1111

Malvern

215 Glenferrie Road
Ph: (03) 9509 2443

Moonee Ponds

24 Margaret Street
Ph: (03) 9375 3551

Mount Waverley

11 Hamilton Walk
Ph: (03) 9807 6449

Northcote

All Saints Parish Hall
12a High Street
Ph: (03) 9489 6183

Ormond

5 Katandra Road
Ph: (03) 9578 1912

Pakenham

166 Main Street
Ph: (03) 5941 4343

Rosebud

Shop 1a, Rosebud Central
Nepean Highway
Ph: (03) 5981 1201

Seaford

Shop 1, 3 Station Street
Ph: (03) 9786 7015

Wantirna South

Shop 1113-1114
Knox City Shopping Centre
Cnr Burwood Hwy & Stud Road
Ph: (03) 9887 1979

Watsonia

Holy Spirit Church
78 Watsonia Rd
Ph: (03) 9435 5964

Windsor

149 Chapel St
Ph: (03) 9521 5213