

## SPAR Australia

Fox Road  
Locked Bag 30  
Acacia Ridge Q 4110  
TEL: +61 7 3715 3000  
FAX: +61 7 3715 3001

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# ***MEDIA RELEASE***

## **SPAR Molong Shopper wins \$10,000 in promotion**

Excited Molong farmer, Julie Lawrie, has won the \$10,000 first prize in a SPAR promotion run throughout New South Wales, ACT and Queensland.

Ms Lawrie won the prize after collecting two toys in the Big Headz soft toy promotion. Each time an African animal toy was redeemed during the promotion, the shopper's details were entered in the draw to win the main prize and Ms Lawrie's ticket proved the winning entry.

"I've hardly won anything in my life. The last thing I won was a turtle shell back in the 1980s so this really came as a very welcome surprise," Ms Lawrie said.

"I don't buy lottery tickets or play the pokies so this was a real shock. I still can't believe it. It was very exciting news."

Ms Lawrie will receive her cheque at a special presentation ceremony held at the SPAR Molong store at 2pm this Monday, September 27.

Living on an Alpaca farm about 45 kms from Molong, Ms Lawrie has been back to the Molong district for 12 months after living in the region for five years as a teenager.

"I loved this region when I was younger and it was great to come back. It's a fantastic area where everyone has a great sense of community," Ms Lawrie said.

"Some people travel to Orange to do their shopping but I like to stay local. The service is great, I can get everything I need and I don't have to fight for half an hour just to find a car park."

With older children, Ms Lawrie said she would give the toys to the library at the little school at Mumbil where she sometimes teaches.

"As for the cash, I think I will use it to rent a house on the coast where my five kids can join us for a beach holiday. That would be great."

According to Geoff Gale, SPAR Australia's General Manager Merchandise, Marketing and Retail, Julie Lawrie's win was the culmination of an outstanding promotion that saw more than 20,000 toys redeemed during the competition period.

"This was the third promotion where customers could redeem product after reaching a certain level of spend. All three promotions have been successful and it's great when we can reward shoppers like Julie for their support and loyalty," Mr Gale said.

The company that runs the promotions on SPAR's behalf, The Continuity Company's Regional Director Australasia, Alastair Macdonald said the success of the programs was the result of the quality of the redeemable products on offer.

"The programs give shoppers a reason to consolidate their spend with one retailer in exchange for a quality reward. For the retailer it ensures the resulting lift in sales pays for the program and provides incremental margin to the business. It's genuine win-win for everyone."

SPAR is a global success, operating in 31 countries around the world. SPAR stores are all 100 percent locally owned. SPAR injected almost \$400 million in sales into Australia's retail economy last year. Worldwide, the SPAR group serves more than 10 million customers every day and supports local communities all over the world by sponsoring local sporting clubs, charities and community events.

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**For further information, please contact:**

Lisa Peebles, Marketing & Promotions Officer – SPAR Australia on (07) 3715 3138

Geoff Gale, GM Merchandise and Marketing - SPAR Australia on (07) 3715 3191