

OLAY DONATION TO MINUS18

From 25 January 2023 until 1 June 2023, unless sold out prior, Olay will donate \$0.05 to Minus18 for every Olay Pride Pack sold nationally, with a capped donation of \$6,000. These donations will enable Minus18 to design, produce and distribute LGBTQIA+ Resource Kits to 150 schools all over Australia.

These packs aim to drive the visibility of the LGBTQIA+ community in schools to help fight bullying and discrimination.

DETAILS OF YOUR DONATION

Olay will donate a maximum of \$6,000 AUD from the sales of Olay Pride Packs 2023 nationally during the promotion period. This donation will go towards the creation of 150 LGBTQIA+ Resource Kits for Schools, which will include:

- * Conversation Card x 10
- * Fold Down Poster x 5
- * Pens x 3 (different styles)
- * Magnets x 3 (different styles)
- * Pride Card (postcard size on heavy paper stock, including thank you to P&G/Chemist Warehouse donation and where to get more info)

These kits will be distributed by Minus18 to schools all over Australia via their school and community networks.