

Australian brand Ekoroo to donate 100% of Black Friday weekend profits to Every Little Bit Helps charity

Sustainable lifestyle brand Ekoroo is giving shoppers the opportunity to spend consciously and make a difference this Black Friday, by linking up with charity to support Australians in need.

Over the Black Friday weekend, from the 27th - 30th November, Ekoroo will be donating 100% of profits made from purchases of any of their sustainable lifestyle products from their online store to Australian charity Every Little Bit Helps. ELBH is a volunteer-run organisation that believes all Australians should have access to basic essentials, and a little bit of dignity.

Through collecting toiletries and having creating care packages filled with essentials, ELBH provides necessities to those in need, including people who are homeless, asylum seekers and victims of Domestic Violence, as well as troubled youths through Women's Refuge, Homeless Shelters, Youth Centres, Asylum Centres and Community Centres.

"Every Little Bit Helps is an incredible charity with an inspiring purpose. We really think that it would have been a missed opportunity to not make use of the excitement and high sales of the Black Friday period and create some sort of initiative that benefits those who need the support more than we do," explains Ekoroo founders Viv Castelino & Zoe Shabodaghi.

"We are really hoping that Black Friday shoppers recognise this opportunity to make a purchase over the weekend that not only does wonders for the planet, but one that will also make a massive difference to people's lives."

With over 350 locations Australia wide, ELBH have donated over 1,250,000 items, and over 65,000 care packages to Australians who need them most, making a significant impact on their lives. Unlike many other charities, every single dollar of donations received by ELBH goes directly into supporting people in need, which is why Ekoroo decided to reach out to the charity for Black Friday.

Ekoroo, previously known as Eco Shop Co., offers a wide range of eco-friendly products from personal care items, zero-waste kitchen must-haves, and reusables for on-the-go. Ekoroo wants to encourage Australian shoppers to spend their money more thoughtfully and take the opportunity to make a difference through their purchases this holiday season.

Ekoroo's range of sustainable products can be found online via their website, at www.ekoroo.com

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