

Vision Direct Donates Proceeds of Sales to WWF's Australian Wildlife and Nature Recovery Fund

All proceeds from Arise Collective Sales from 26th-31st January will go directly to the Nature Relief Fund

The drought that has hit Australia over the last few months has been one of the most extreme ever experienced. Temperatures have soared to over 40 degrees and bushfires have spread rapidly across the entire country. So far 29 people have lost their lives, an estimated 1.25 billion animals have perished and hundreds of homes, as well as millions of hectares of Australian land, have been destroyed. Despite the heavy rains, the crisis is far from over with two months still left of the bushfire season.

To help contribute to the relief effort, Australian online eyewear retailer Vision Direct will be donating all proceeds of sales from the Arise Collective brand for a limited period of time. The fundraiser will run from Australia Day (January 26th) until the end of the month.

"We are deeply saddened by the tragedy unfolding in Australia. As a partner of WWF-Australia, we are honoured to be able to contribute to its tireless efforts through our own sales campaign," said David Menning, Co-CEO of Vision Direct and a native Australian.

Vision Direct and WWF-Australia recently partnered to produce ReefCycle with the Arise Collective brand. The sunglasses were made from an upcycled gill net retrieved from the Great Barrier Reef.

"Social responsibility is part of our DNA as we believe in driving positive change in the world. As such, it is important for us that we stand by and support our local community by raising awareness and reinforcing our partnership through these actions. Our thoughts and prayers are with those that have been affected and we look forward to contributing financially to WWF-Australia."

Many other Australian businesses are also assisting in bushfire relief efforts to help raise awareness of the extent of the damage, as well as donating proceeds of sales.

For more ways to support the Australian wildlife and community, read more here.

Contacts

Nicolina Håkansson
nicolina.hakansson@motionglobal.com
mailto: nicolina.hakansson@motionglobal.com