



## MEDIA RELEASE

### **BIG W's Free Books For Kids Returns with The Wiggles New "Here to Help" Series** *Two Aussie icons unite to give away over 2.6 million books*

**23 January 2020:** BIG W's much loved *Free Books For Kids* Program is returning on Thursday 30th January with an exciting new chapter. Iconic children's entertainers, The Wiggles are collaborating with BIG W to produce the bright and cheerful "Here to Help" series - a collection of eight exclusive educational books targeting toddlers and pre-schoolers.

Authored by The Wiggles, the 8-part "Here to Help" book series shares all the important things toddlers need to know as they grow, covering everything from safety at home, in the water, in the car; to understanding feelings and being thoughtful; as well as the importance of eating a healthy diet, washing your hands and having fun.

Speaking about the upcoming series, Anthony Field (the Blue Wiggle) says, "Our "Here to Help" series is all about showing children important life lessons in an engaging way. When other family members become involved or encourage the reading experience it can lead to a very positive, worthwhile, bonding moment. We're proud to partner with BIG W on this program, providing children with access to books and supporting Aussie families."

The first book in the series will be *The Wiggles: Here to Help - Splish, splash, safety!* which aims to educate children about staying safe in and around the water - a vital skill during the peak summer season.

Meredith Drake, BIG W's Category Manager for Books, says providing access to books is at the core of the program, "We want all children and parents to know the joy of reading together and reap the benefits of this precious time with one another. Every day is a big day when you're a busy parent, so BIG W is helping, through our partnership with The Wiggles, to provide access to books that assist with children's development and provide priceless bonding moments."

BIG W is committed to ensuring access to books for as many families as possible. For the first time since the program launched, the "Here to Help" books will also become available on [BIG W's YouTube](#) channel, read by The Wiggles each week. This ensures Aussies who don't live near a BIG W store can still benefit from the *Free Books For Kids* Program.

Additionally, BIG W is partnering with [Good360 Australia](#) to offer 40,000 story books to children and families who are within the network of over 1,600 of Good360's member charities and disadvantaged schools.

Alison Covington, Founder and Managing Director of Good360 Australia, says the donation will be well received, "This wonderful donation of 40,000 books by BIG W will be distributed to disadvantaged families with young children at a time that will provide some relief from the devastation caused by the bushfires this summer. Our long term partnership with BIG W is providing enormous impact where and when it's needed most."



BIG W is giving away over 2.6 million books nationally during the campaign, taking the total number of books given away in the *Free Books for Kids* Program to over nine million since it launched one year ago, in February 2019.

Aussie families can collect each of the eight books released weekly from all BIG W stores nationally starting Thursday, 30 January with no purchase necessary (available nationally while stocks last). Visit [www.bigw.com.au/free-books-for-kids](http://www.bigw.com.au/free-books-for-kids) for more information.

– ENDS –

#### **NOTE TO EDITORS**

For more information, images or to arrange an interview with a spokesperson from BIG W, please contact Magnum & Co - E: [bigw@magnumandco.com.au](mailto:bigw@magnumandco.com.au) | P: (02) 9211 4322

#### **ABOUT BIG W**

BIG W is one of Australia's most loved brands and has been part of families' lives for over 50 years. At BIG W, we put our customer at the heart of everything we do across our network of 180 stores nationally. We sell exclusive BIG W brands that are simply great quality at everyday low prices as well as feature leading international brands. Our customers can choose everything for their kids, home, themselves, for leisure and for their everyday life. Our team of over 19,000 members is located in Australia, Hong Kong and Bangladesh.

#### **ABOUT GOOD360 Australia**

Good360 (a Not for Profit) distributes brand new donated goods to over 1,600 member charities and eligible schools Australia wide, helping them have greater impact in their communities.

Good360 has partnered with BIG W since 2017 and is proud to be supporting the Free Books for Kids initiative, by helping distribute 40,000 books to charities across Australia wide who are not close to a BIGW store.

To make a donation to help Good360 Australia get the right goods to the right people when they are needed most during the bushfires disaster recovery go to <https://www.givenow.com.au/good360>

For more information about Good360 Australia go to <https://good360.org.au/>

#### **ABOUT THE WIGGLES**

The Wiggles have been entertaining millions of fans across the globe for over 29 years. They have sold over **23 million DVDs, 7 million albums** and **8 million books**. More than **70 CD and DVD releases** later, The Wiggles have earned **18 gold, 13 platinum, 3 double-platinum** and **10 multi-platinum** awards for their music and DVD sales and have been awarded **13 ARIA Awards** for Best Children's Album (making ARIA history as the most awarded ARIA winner in the one category, and being inducted into the ARIA Hall of Fame).