



Thankyou calls on Coles and Woolworths to help millions

Launches new range of food and personal care products

Melbourne - Australia, July 17 2013 - Australian social enterprise [Thankyou](#) is urging Coles and Woolworths to help millions of people around the world by stocking Thankyou Water and its new range of personal care and food products, launched today.

Thankyou, formerly known as Thankyou Water, exists for the sole purpose of funding water, food and hygiene projects in developing nations.

Co-Founder and Managing Director, Daniel Flynn, has booked meetings with both Coles and Woolworths in two weeks to show the benefits of stocking the Thankyou range <<http://youtu.be/xsvzYq2meIM>>.

"We're going to explain not only the positive effect stocking our products would have on their bottom-line, but also the tremendous impact it would have on the broader global community," Flynn said.

"If they say 'yes', Thankyou, in partnership with Coles and Woolworths, could go from helping 50,000 people, to millions in the developing world."

The new Thankyou range, launched today, consists of:

- [Thankyou Water](#): Still Water 600mL or 1.5L, and Lightly Sparkling 500mL: Every bottle provides at least one month's worth of safe water to someone in need.
- [Thankyou Food](#): Premium Muesli, Muesli Bars, Quick Oats and Rolled Oats: Each pack sold provides one week's access to food aid for one person.
- [Thankyou Personal Care](#): Botanical Hand Wash, Hand Lotion and Hand Sanitiser: Every bottle sold contributes to one person getting health and hygiene training.

The launch of the new products will be supported by a multi-layered marketing campaign to secure the support of Australian consumers, and encourage Coles and Woolworths to help Australians: "Live every day, give every day."

"We think that if Coles and Woolworths knew Australians were prepared to buy our range, the two biggest retailers would love to stock Thankyou. The key is showing them that the demand is there," Flynn said.

"Thankyou has always been driven by impact. It took us three years to help 5,000 people gain access to safe water. A year on, we celebrated 15,000 people and now just eight months later, we've helped over 56,000 people obtain safe water access. It's exciting to see the rapid growth of the business, and in turn, the impact we're making, but we know it's time to really take it to the next level.

"In the last four years, Thankyou has gone on to outsell some of the biggest bottled water brands in the country through some of our major retailers. This proves that the concept actually works, and that people will make the switch in their everyday products.

Flynn said during the past four years, the Thankyou team had visited a lot of communities overseas and had seen first-hand how many other issues people in these communities are facing.

"Water isn't the only issue. We've seen the need for solutions to other huge problems like malnutrition, lack of food security and low understanding of health and hygiene," he said.

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“In launching these two new product lines, we want to involve Australians in being part of the solution – through a simple choice in their everyday lives.

Flynn said the development of this range, as well as planning of the launch, had been 15 months in the making.

“It’s been an absolute mission to develop products that have the potential to lead the market. We’ve had to raise hundreds of thousands of dollars in social investment and have partnered with some of Australia’s leading suppliers and manufacturers to make it all happen.

“Now, we’re asking Coles, Woolworths, and the people of Australia to help change the world with us,” Flynn said.

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To view the Coles and Woolworths Campaign launch video, click here:
<http://youtu.be/xsvzYq2meIM>.

To obtain images of the new products, the soon to be released Track Your Impact 2.0 web app, overseas projects, or the team behind Thankyou, head here:
https://www.dropbox.com/sh/zklaxg6rooqsxjw/ipY_HboW-d

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About Thankyou™

Thankyou is a social enterprise that was founded in 2008 by Daniel Flynn, Justine Flynn and Jarryd Burns, with the launch of Thankyou Water.

From day one, the vision was to empower the everyday Australian to change the world through a simple choice within their everyday life, through selling a bottled water product that would generate funds to implement safe water solutions in developing nations.

To date, Thankyou Water has funded over 4,000 water solutions in 100 projects across Cambodia, Myanmar, Kenya, Burundi, India, Sri Lanka, Timor Leste and Haiti to assist over 56,000 people in need.

The business now welcomes two new product lines to the family with the arrival of Thankyou Food and Thankyou Personal Care. These new ranges will help Thankyou extend its impact to fund not only safe water solutions, but also health and hygiene practices and food security projects to assist people in need.