

MEDIA RELEASE

Thankyou Launch hand wash collaboration with Australian Artist, Sarah Kelk

Wednesday 8 August, 2018. Social enterprise, Thankyou announce a design collaboration with renowned visual Australian artist and designer, Sarah Kelk. The limited-edition Earl Grey & Clary Sage Thankyou Hand Wash will feature Kelk's exclusive artwork titled 'Momentum', inspired by Thankyou's funding for water, sanitation and hygiene (WASH) programs in Bangladesh.

As a Thankyou brand fan and change enthusiast, Kelk is honored to be part of a project that promotes female empowerment and helps people in need.

"I was raised on the mantra that if you can help someone, then you should - simple as that. If it's in your power or reach to make someone's life - or even just their day - better in any way, then you should. To do that in my work is a wonderful thing. To spread the good that Thankyou does and be part of a project that's inspiring women to have a voice in their community, push gender equality and empowering women to seek change is very important to me and my most favourite thing about this collaboration," said Kelk.

Thankyou's Chief Marketing Officer, Sarah Prescott knew Kelk was the perfect partner for Thankyou's first collaboration from their initial meeting.

"We never want to do something for the sake of it, so we've been searching for the right person to collaborate with for a while. I asked Sarah if she had heard of Thankyou, and she said 'Are you serious, I love Thankyou! I've read Chapter One and I buy all the products'. A few of us in the office had also been huge fans of her unique style, so for Thankyou's first collaboration we knew we'd found an honest and real match. We wanted to respect her creative process, so we briefed her on the work in Bangladesh and the hand wash category and then took a step back. We're completely in love with what she created," said Prescott.

Kelk's Momentum is an expressive, vibrant artwork with the aim to brighten and enlighten customer's bathrooms and benches.

"I gave *Momentum* a deeper base hue to reference the serious subject matter and the sizeable task ahead of us - helping to end global poverty. It becomes lighter as I worked up the canvas, portraying the journey of Thankyou towards this end goal. The piece purposefully shows glimmers of hope throughout with contrasting coloured shapes coming through," explained Kelk.

The Thankyou hand wash has a history of innovation as the first premium hand wash in supermarkets in 2013. Since then, it has maintained a market-leading sales position and set the trend for other brands to follow.

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Thankyou funded WASH programs aim to empower and equip women to be leaders and change makers through training and education that elevates women to a position of influence in their communities.

The Earl Grey and Clary Sage hand wash boasts a natural blend of eight botanical essential oils. The Australian made hand wash has no SLS, SLES, EDTA or parabens, is vegan friendly and not tested on animals. The ingredients are naturally derived and gently cleanse the skin.

The product will be available exclusively at Coles and thankyou.co retailing at \$8.50.

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