

GIVIT and TAUBMANS re-launch ‘In It Together’ campaign to support even more Aussies in need

From 1 March to 30 April, TAUBMANS® paint by PPG is running the second ‘In It Together’ paint drive with the goal of raising at least \$180,000 for national online charity GIVIT to support communities in bushfire, drought and flood impacted regions - because after the challenges we all faced in 2020, the need remains immense.

Following the devastating Black Summer Bushfires, GIVIT joined with the iconic Taubmans paint brand, both determined to help communities get back on their feet after such a challenging year.

GIVIT CEO, Sarah Tennant, said, “With the goal of raising \$120,000 for relief and recovery efforts, through the first ‘In It Together’ paint drive Taubmans generated a staggering \$155,000 donation to help GIVIT provide immediate and long-term assistance to communities in need across Australia.”

“The incredible donation was used to purchase essential items and services needed by people and communities doing it tough, from parched outback farms in Mungindi to bushfire-affected communities in East Gippsland. We bought items locally, wherever possible, to help stimulate the recovery of local economies.

We are so delighted to be partnering with Taubmans for another ‘In It Together’ campaign, and know the incredible difference it will make to so many Australians.”

Purchase *selected 4L Taubmans paints during the ‘In It Together’ paint drive from Bunnings, Bristol, Taubmans and participating independent stockists to help raise a \$180,000 donation for bushfire, drought and flood impacted communities across Australia.

PPG General Manager, Architectural Coatings ANZ, Anne Neeson said, “We all watched with horror as the Black Summer Bushfires devastated communities across Australia last year – many who were already battling prolonged drought – then, when we thought things couldn’t get any worse, COVID-19 hit.”

“Taubmans paint has been part of the Australian fabric for over 100 years; it’s in our brand DNA to help our communities through good times and difficult times. We’re proud of our partnership with GIVIT and all that we’ve achieved together so far for communities recovering from disaster. This year, we know the need is no less and we’re here to help.”

GIVIT ensures people get what they need when they need it most – whether recovering from a disaster event, or experiencing hardship due to circumstances such as drought, domestic and family violence, homelessness, disability and mental health.

Ms Tennant encouraged all charities, schools, councils and community groups to register via [GIVIT.org.au](https://givit.org.au) to access, at no cost, thousands of wonderful donations offered by generous individuals and corporates for the people and communities they’re supporting.

GIVIT is free, private and easy to use, and currently supports over 3,800 charities across Australia. The national charity has matched more than three million donated items since 2009.



For more information, please visit www.colourtogether.taubmans.com.au/in-it-together.

*Applies to purchases of the select four-litre TAUBMANS® paint products from participating stores until 30 April 2021. Look for the 'In It Together' signage in stores. A portion of the sale of the select 4L Taubmans paints sold at participating stores contributes to the donation.

***For more information or to arrange an interview please contact
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About GIVIT

GIVIT is the smart way to give. Through GIVIT.org.au, we channel generosity where it is needed to support vulnerable people and communities in Australia.

Working with more than 3,800 support organisations, we ensure people get what they need when they need it most – whether recovering from a disaster event, or experiencing hardship due to circumstances such as drought, domestic and family violence, homelessness, disability, and mental health.

GIVIT captures all offers of goods and services online, removing the need for charities and services to sort, store and dispose of unsolicited donations, saving valuable resources. 100% of donated funds received by GIVIT to support people in need are used to purchase essential items. We buy locally, wherever possible, to support local businesses. GIVIT's operational costs are covered by government contracts and our amazing corporate partners.

About Taubmans

Taubmans was created in 1897 by George Henry Taubman, a professional sign writer looking for a quality paint that met his standards for Australia's unique and diverse conditions. He focused on creating the perfect recipe to make the best quality paint in the country.

Together with his brother and son, Taubmans was family-run until 1952 and has been part of Australian landscapes ever since. We've quietly been supporting the community by painting schools, hospitals, sporting halls and much more, always doing the right thing because it's the right thing to do.

Today, George's ingenuity and spirit lives on in every pot of our paint. Supported by PPG - one of the world's largest coatings companies - we use breakthrough technology to bring to life our passion for high performance, quality products. Continuing our desire to protect and beautify the world.

Taubmans – transforming your world since 1897.