



News

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TAUBMANS paint by PPG, GIVIT launch In It Together rebuilding campaign *Partnership to invest at least \$120,000 into communities in drought, fire, flood areas*

MELBOURNE, March 26, 2020 – TAUBMANS® paint by PPG and not-for-profit [GIVIT](#) today launched the national In It Together campaign to help communities devastated by recent bushfires, floods and prolonged drought that are now facing the additional pressures of the coronavirus (Covid-19).

Until 30 June, every four-litre tin of *Taubmans* Endure, ALL WEATHER®, EASYCOAT® and SUNPROOF® paint purchased from Bunnings, BRISTOL®, *Taubmans* and participating* independent hardware and paint specialist stores will support GIVIT's efforts to provide essential items to those regional communities in need.

With many charitable fundraising activities cancelled due to Covid-19, the In It Together campaign will deliver at least \$120,000 AUD for essential goods and rebuilding projects in impacted communities.

“There’s been a huge outpouring of support for bushfire-affected communities in recent times, which has been absolutely incredible,” said Anne Neeson, general manager, PPG architectural coatings, Australia and New Zealand. “Sadly, many Australians are also experiencing hardship due to the relentless drought and previous damaging floods. “During this extremely challenging time – with the coronavirus only making things harder – we want to ensure regional and rural communities continue to get the help they need to recover and rebuild. Our partnership with GIVIT will funnel support in the most effective, efficient and lasting way possible.”

GIVIT works with more than 3,000 charity partners on the ground throughout Australia to match the donation of goods with the individual and specific needs of recipients. The GIVIT website acts as a virtual warehouse by removing the need for charities to physically collect, sort and store donations, significantly reducing the administrative and financial burden.

“GIVIT will use 100% of the donations received from the In It Together campaign with *Taubmans* to purchase essential items requested by charities and recovery services for their clients,” explains Sarah Tennant, GIVIT CEO. “Whether it’s water tanks for a drought-stricken farming community or supermarket vouchers for families in need, we will put the donation to work to make an immediate and positive difference. We also buy locally wherever possible to help stimulate the recovery of regional economies, ensuring the impact is widespread.”

The In It Together campaign comes just months after catastrophic bushfires devastated regional communities across Australia, many of which were already struggling through drought. One year earlier, severe flooding brought destruction to farmers and communities in Far North Queensland.

In addition to immediate assistance, the ongoing partnership between *Taubmans* paint and GIVIT aims to address the long-term needs of these communities by facilitating rebuilding projects that offer lasting and widespread benefits.

“With the incredible support of Bunnings, *Bristol* and our participating independent partners, and with the help of Aussies looking to refresh their living spaces with a coat of paint, we will show our communities in the bush that we are in it together,” said Neeson.

The In It Together campaign follows PPG's \$58,088 USD (**E\$98,437 AUD**) donation this past February to the Australian Red Cross Disaster Relief and Recovery fund, which included PPG employee donations matched dollar for dollar by the company.

EDITOR'S NOTE: *High-resolution images are available to [download](#), and interviews with Taubmans paint and GIVIT spokespeople are available on request.*

**Applies to purchases of the select four-litre Taubmans paint products from participating stores until 30 June 2020. Look for the In It Together signage in stores.*

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