

## CHEMIST WAREHOUSE JOINS FORCES WITH THE AFP

For Immediate Release

June 14, 2013

**In Australia 35,000 people are reported missing every year. That's one every 15 minutes!! Chemist Warehouse is joining forces with the Australian Federal Police to raise awareness of missing persons in Australia in the hope of reuniting loved ones.**

Australia's largest Pharmacy chain, Chemist Warehouse will use their 250 stores and, national media footprint to raise 'missing persons' awareness by publicising images of missing people. This important nationwide initiative launches this Friday 14 June in the new Chemist Warehouse monthly *House of Wellness Catalogue* with the back page entirely dedicated to the Australian Federal Police Missing Persons Unit (attached).

Chemist Warehouse has committed over half a Million Dollars to this initiative with Mario Tascone COO of Chemist Warehouse saying *"the success of this program relies on raising as much awareness as possible by publicising images of these missing people to as many Australians as possible. One tiny piece of information could lead to finding a missing person and ultimately reuniting them with their anguished loved ones"*.

On Saturday 15 June **3 million** households across Australia will receive a copy of the first *House of Wellness Catalogue* featuring these missing persons' images. An area will also be dedicated on the Chemist Warehouse website which has well over 1 Million unique visitors per month.

In addition, on Monday June 17 **1 million** emails will be sent to their online database with a copy of this catalogue featuring these missing persons' images. Additionally, more than **1 million** customers, weekly, will see these images flash across their live TV screens in store.

With this enormous monthly reach, Chemist Warehouse and the Australian Federal Police hope to reunite families with their missing loved ones.

The new Chemist Warehouse Wellness catalogue hits letterboxes this weekend with Mr. Tascone urging Chemist Warehouse customers "to look at these photos very closely because information that may seem insignificant may in fact make a big difference". If you recognise any of these people please contact the AFP immediately on 1800 000634 or go to [www.missingpersons.gov.au](http://www.missingpersons.gov.au). Remember every second counts!!!!

### 1. Available for interview & information

Mario Tascone Chief Operating Officer Chemist Warehouse: Mb 0419 525 572

### 2. Further Information

Peter Quattro Managing Director Quattro Group: Mb 0415 332 245

