

8 December 2014

GET WRAPPED UP WITH #BUYNZXMAS

With less than three weeks until Christmas, Retail NZ has launched a #BuyNZXmas campaign on social media to encourage shoppers to buy their Christmas gifts from local retailers, and to make a difference to New Zealand communities.

“December’s a massive shopping month, and by shopping at local shops or New Zealand online stores, we can help keep our communities strong, encourage the continued growth of small boutique shops, reduce environmental impact and keep jobs in New Zealand” Retail NZ Chief Executive Mark Johnston said today. “It’s a bonus if we can buy Kiwi-made as well.

“Online shopping is increasingly popular, but whether you’re buying online or over the counter, our new #BuyNZXmas is designed to inspire New Zealanders to shop local. No matter who you’re buying for, there are local stores that can help you find that special gift – plus anything you buy in New Zealand is covered by the Consumer Guarantees Act, providing peace of mind in case of any problems.

“Consumers can follow our campaign on Twitter, Facebook and Instagram using the hashtag #BuyNZXmas.”

Mr Johnston said that his own Christmas shopping is largely complete. “I’ve still got a few important presents to buy though, and I’ll be joining the rush to get Christmas wrapped up ahead of the 24th.”

For further information, please contact:

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