

MEDIA RELEASE

Friday 16 June 2017



THE BIG ISSUE CELEBRATES 21 YEARS

STREET magazine *The Big Issue* is celebrating 21 years of helping people help themselves today (Friday 16 June).

Selling the magazine gives homeless, marginalised and disadvantaged vendors the opportunity to earn an income. Vendors have earned more than \$25 million since *The Big Issue* launched in Australia in 1996.

The Big Issue CEO Steven Persson said the social enterprise had since expanded across the country, with vendors selling an impressive 11 million magazines to date.

“The Big Issue has grown from humble beginnings to become a national organisation, which has provided opportunities for thousands of people in need to improve their lives. Collectively, vendors working across Australia earned almost \$2.3 million last year. Our 21st birthday is a time to celebrate vendors’ achievements and thank our readers for supporting vendors’ efforts,” he said.

Vendors buy copies of *The Big Issue* for \$3.50 and sell them for \$7, earning a meaningful income.

A special birthday edition of *The Big Issue* magazine will launch today (Friday 16 June) to celebrate the milestone. This edition will be on sale until Thursday 29 June.

The ACT Chief Minister, Lord Mayors in Melbourne, Brisbane and Adelaide, and Mayors around the country will hit the streets to sell the edition. Each guest seller will spend 30 minutes spruiking the magazine alongside a *Big Issue* vendor during the fortnight.

The Big Issue operates five programs and enterprises alongside the popular street magazine, including a subscription service providing employment for disadvantaged women and a soccer program for homeless and marginalised players.

Find more information about The Big Issue at www.thebigissue.org.au.

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