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## **500 REASONS TO CELEBRATE THE BIG ISSUE**

Australia's much-loved street magazine, *The Big Issue*, will release its 500th edition – which is also the annual Christmas magazine – this Friday (11 December).

The fortnightly magazine, which will celebrate its 20th anniversary next year, was launched in Melbourne to create job opportunities for homeless and disadvantaged people.

The Big Issue CEO Steven Persson said more than 10 million copies of *The Big Issue* magazine had since been sold around Australia, putting \$21 million into the pockets of sellers.

“Around 500 people sell the magazine across the country each fortnight – rain, hail or shine,” Mr Persson said. “From humble beginnings, the magazine has become a lively national, independent publication that is the flagship for an organisation offering many innovative programs, all aimed at helping disadvantaged people.”

*The Big Issue's* editor Alan Attwood said the 500th edition represented a remarkable survival story over a period when print publications have struggled, here and around the world.

“*The Big Issue* is unique in the Australian media landscape – a magazine that exists to assist the people who sell it,” Attwood said. “This milestone is a tribute not only to our remarkable vendors over 500 editions but also everyone who has supported what we do.”

To mark the 500th edition milestone, well-known personalities including Annabel Crabb, Matt Moran, Judith Lucy, Meshel Laurie, Denise Scott, Peter Garrett and players from Carlton and Fremantle football clubs will don *The Big Issue's* trademark fluoro vest.

Each guest seller will spend 30 minutes spruiking the magazine alongside a *Big Issue* vendor in the lead up to Christmas.

*The Big Issue's* 500th edition will be on sale until 25 December, featuring Melbourne vendor Darryl on the cover and Christmas messages from vendors around the country.

For a full list of celebrity sellers, visit [www.thebigissue.org.au](http://www.thebigissue.org.au)

**...ENDS...**

Photo, vision and interview opportunities are available with *The Big Issue* vendors and spokespeople.

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