



Chadstone – The Fashion Capital  
1341 Dandenong Road  
Chadstone, 3148  
03 9563 3355

Mark Robertson  
Oakleigh Grammar  
77/81 Willesden Rd  
Oakleigh

Dear Mark Robertson,

We're excited to be launching a new program at Chadstone – The Fashion Capital supporting schools in our local area. The program, ***Chadstone Loves Local***, will reward our school communities who spend at participating Chadstone retailers from **Saturday 6 to Sunday 28 March 2021** inclusive.

Fifty local schools will be given the opportunity to take part in this program with the chance to win up to **\$20,000 in prizes** for the school. Schools must be within a 5km radius of Chadstone and we are pleased to inform you that Oakleigh Grammar has been identified as an eligible school for this program.

For every \$20 spent at participating retailers during this period, local shoppers will receive one token to put towards the school tally of their choice. The tallies will be shown in an interactive display in the heart of Chadstone, adjacent to the main Concierge Desk. Participating retailers include Aldi, Baker's Delight, Coles, Colonial Fresh, Fisch, Kmart, Target, The Asian Store, The Butcher Club, Wishbone and Woolworths.

Upon conclusion of the campaign, all tokens will be counted and the top three schools with the most tokens will be awarded.

To ensure this program has the greatest impact locally, the prizes will be in the form of resources chosen by the school at selected participating Chadstone retailers. For example, the Apple Store for new devices/computers or STEM games, Rebel Sport for a range of sporting equipment and JB HiFi for cameras, TVs and electronics.

Participating schools will receive access to our School Information Portal. The Portal is linked here [<https://www.chadstone.com.au/chadstone-loves-local/school-portal-information>]. This includes useful information on the program that can be shared with your school network. We encourage you to spread the word to your own community to maximize participation.

Other than this, there is no further action required from you to be involved in this initiative. If you do not wish to be involved, please **OPT OUT by 5pm AEST on Friday 19 February 2021** by responding via the below email address.

If you have any queries, we would love to hear from you! Please don't hesitate to contact our Marketing Team at [ChadstoneLovesLocal@vicinity.com.au](mailto:ChadstoneLovesLocal@vicinity.com.au).

We look forward to bringing the Chadstone Loves Local program to life and supporting our local schools.

Sincerely,

Jamielle Partridge  
Marketing Manager  
Chadstone – The Fashion Capital  
03 9563 3355  
[ChadstoneLovesLocal@vicinity.com.au](mailto:ChadstoneLovesLocal@vicinity.com.au)