



MEDIA RELEASE

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Record prize pool for Hastings Co-op's giveaway

Hastings Co-op will mark its' centenary year with a major giveaway with a prize pool of more than \$35,000.

Hastings Co-op is one of the region's most far-reaching homegrown success stories, however, the co-operative says its 100th birthday is the perfect occasion to celebrate its loyal customer base.

The 100-year giveaway promotion was launched on July 4 and will run until December 4. To be in the running all customers have to do is enter the draw when they spend \$40 or more at one of Hastings Co-op's 13 businesses.

First prize is a Mitsubishi Mirage valued at \$17,647 from John Oxley Motors, while second prize is a \$10,000 Hastings Co-op charge account and third prize is a \$7,500 holiday thanks to Wauchope Travel. The winners will be drawn at the Wauchope and Hinterland Christmas Carols at Bain Park on December 10.

"Our annual giveaway is always popular, but this year we decided to dig a little deeper because this is our gift to our loyal customers," chief executive officer Allan Gordon said.

"Customers, shareholders, Co-op 100 members and employees are all eligible to enter."

From humble beginnings as a dairy factory in 1916, the thriving co-operative is one of the longest-serving co-operatives in Australia and employs more than 270 people across 13 diverse businesses.

"There's a lot to celebrate in our 100th year, but as a locally-owned and operated co-operative our shareholders and customers are always at the heart of every decision we make," Mr Gordon said.

"They are the reason we continue to grow and the reason we love being part of the Hastings community.

"Whilst we are 100 years old, we are young in our thinking, enthusiastic in what we do every day and proud of what we have achieved."

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