



MEDIA RELEASE

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Iconic Wauchope Department Store celebrates quarter century

Hastings Co-op's flagship store, the iconic Wauchope Department Store, will celebrate its 25th birthday next Thursday with an in-store celebration and sale - and the unveiling of its highly-anticipated Christmas windows.

Chief executive officer Allan Gordon said the store's longevity and success was attributed to its loyal customer base and team of dedicated staff, both old and new.

"The Department Store has always prided itself on offering a unique shopping experience, and has become a mecca for those who love to browse for something different," he said.

"Since purchasing the former Parkers Store back in 1992, it has become a shopping magnet for locals and visitors from near and far, and we hope to be offering hand-picked treasures, designer labels and unique finds for many years to come."

The Department Store was originally named The Family Store and prior to that was operated by two generations of the Parker family. Hastings Co-op purchased the business in 1992 in a bid to help grow Wauchope's retail centre and attract visitors to the town.

Thursday night's quarter century celebrations will include the unveiling of the Christmas window displays, which have been a labour of love for staff for many months. Other attractions include: live music, late night shopping, 25% off storewide, sweet treats from Hastings Co-op's Stirling Green Café and complimentary birthday cake and champagne.

Manager Judy Standing said each of the windows in this year's display had different themes featuring intricate figurines, animated characters and sparkling colour.

"The Christmas displays have become a Wauchope tradition and we have people travelling from as far as the Macleay, Coffs Coast, Manning and Hunter valleys to appreciate them," she said.

To cement The Department Store's reputation for being 'Christmas Central' in Wauchope, the dates for the Annual Christmas Sale Days and in-store Santa photos were also announced.

The Annual Christmas Sale Days will be held on December 1 and 2 and Santa photos will be taken by Melissa Lee Photography from 10am to 1pm on December 2, 9 and 16.

Attractions at this year's Annual Christmas Sale Days include booking signings with author Di Morrissey, Napoleon Perdis cosmetics consultations and giveaways, spot prizes, Bago Bluff tastings, Santa photos, a Triple M live broadcast and a performance by Hastings Home School Choir.

The store will also have late night shopping to 7pm on December 18, 19, 20 and 21.

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