



**Att:** Carmen- Victory Curtains & Blinds  
**From:** Melissa Russell  
**Date:** Friday, April 15, 2011  
**Re:** Victory Curtains & Blinds Press Release

## Supporting the victims of Natural Disasters

Here at Victory Curtains and Blinds, we pride ourselves on working closely with our clients on delivering beautiful, modern and professionally crafted window furnishings. The Victory team consists of over 150 dedicated personnel throughout Victoria, Queensland, South Australia and Tasmania.

With many of these areas directly affected by natural disasters throughout late 2010 to early 2011, it was apparent that we felt the need to call to action. In addition to providing general support through our everyday products and services, we wanted to offer more.

It was our aim to create a campaign that packed a punch and spoke directly to the general public. Utilising social media channels and creating an instant promotion, Victory created a Facebook page encouraging people to share the link and to 'like' this site. Victory established it would donate Australia wide 50 cents to the disaster appeal for every person who was to 'like' our page. We wanted to try and reach 3 000 fans as quickly as possible so that we could get these much needed funds to those people all around Australia most in need.

Over the duration of a quick internet campaign, and the heartfelt need and dedication to support such victims still affected by these disasters, Victory decided regardless to donate the total financial amount dedicated.

Here at Victory we are always endeavoring to support not only our clients, staff and suppliers, but the broader community. This unique, yet somewhat innovative approach allowed us to give back to a worthy cause. It allows Victory to help rebuild in areas and communities with vast requirements with the additional flexibility of financial support. This peace of mind approach, personalization and dedication reflects our core values here at Victory.

For our latest promotions visit [www.victoryblinds.com.au](http://www.victoryblinds.com.au)