MEDIA RELEASE

[FOR IMMEDIATE RELEASE]

GIFTING FOR A GOOD CAUSE: BUNNINGS PARTNERS WITH THE SALVATION ARMY ON MERRY MERCH

- Bunnings has partnered with The Salvation Army to launch a Bunnings-green Santa hat that gives back to Australians.
- $2 from every purchase of the $7.50 hat will be donated to The Salvation Army Christmas Appeal.
- The Bunnings Santa hat will be available at Bunnings stores nationwide from Monday 23 November, while stocks last.

Bunnings has teamed up with The Salvation Army ahead of Christmas for a special addition to the retailer's cult-favourite merchandise range. Swapping out Santa's signature red for Bunnings-green, the Bunnings Santa hat offers a festive look for a good cause with $2 of every purchase going to The Salvation Army Christmas Appeal to support Australians facing cost-of-living pressures, providing meals, toys, and financial relief.

From backyard barbecues to family lunches, the office Christmas party or a family trip to your local sausage sizzle, the Bunnings Santa hat is ready to make an appearance wherever Aussies celebrate the festive season.

Melissa O'Neill, Chief Corporate Affairs Officer at Bunnings said the Santa hat was a fun way for customers to embrace the festive season while supporting an important cause.

"Christmas is a time for bringing people together, but we know it can also be a challenging time for many Australians. Through our partnership with The Salvation Army, we're making it easy for customers to get into the festive spirit while supporting people doing it tough.

"Every Santa hat sold will contribute to The Salvation Army Christmas Appeal, helping provide practical support for Australians who need it most. We're proud to work alongside The Salvos to make a meaningful difference in local communities this Christmas."

Warren Elliott, External Communications Manager at The Salvation Army, said the partnership would help provide practical support to Australians experiencing hardship over the Christmas period.

"The Christmas Appeal helps provide practical support to people experiencing hardship during what can be one of the toughest times of year. Every contribution helps us support more individuals and families in need."

"We're grateful to the Bunnings team and customers for getting behind this initiative and helping us bring hope to Australians this Christmas."

The initiative builds on Bunnings' long history of supporting The Salvation Army, including through Red Shield Appeal fundraising and helping communities recover following natural disasters.

Whether you're shopping for a stocking filler, dressing up for the family on Christmas Day, or simply looking to add a little Bunnings flair to your festive wardrobe, the Bunnings Santa hat gives you an extra reason to feel jolly.

The Bunnings Santa hat is available for $7.50 at participating Bunnings stores, with $2 from every hat sold supporting The Salvation Army Christmas Appeal. Customers can also donate directly to The Salvation Army through the Bunnings Christmas Appeal.

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MEDIA RELEASE

Key information:

- Product imagery: here
- Bunnings has launched its partnership with The Salvation Army on a Bunnings-green Santa hat that gives back to Australians
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- The Bunnings Santa hat will be available at Bunnings stores nationwide from Monday 23 November, while stocks last

For media enquiries, please contact:

About Bunnings

Bunnings is the leading retailer of home and lifestyle products for consumer and commercial customers in Australia and New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Our store network is made up of 286 large warehouse stores, 65 smaller format stores, 31 trade centres and 7 frame & truss sites. In April 2020, Bunnings acquired South Australian retailer Adelaide Tools (now Tool Kit Depot), which now has 16 stores, and acquired Beaumont Tiles in November 2021 which has 116 stores.

Bunnings in the community

Community is at the heart of Bunnings, with our team members, customers and partners supporting thousands of local causes across Australia and New Zealand each year. In the 2026 financial year, more than $72 million was raised and contributed to communities, including through more than 37,000 sausage sizzles, while customers also helped raise $2.55 million for FightMND and packed 109,000 bags for Share the Dignity's It's in the Bag campaign. Read more about Bunnings' community impact here.