

MEDIA RELEASE



19 November 2019

Yellow buckets deliver Christmas joy

Hundreds of yellow buckets mean something special for local charity YellowBridge QLD.

This year, YellowBridge QLD will celebrate its 5th Yellow Bucket Christmas Appeal, which fills 300 yellow buckets with special Christmas food and gifts them to local people who need some festive joy.

“Christmas is meant to be a special time of the year filled with love and happiness,” said Penny Hamilton, YellowBridge QLD chief executive officer.

“Sadly, this is not the case for some people who will spend Christmas alone or are unable to afford extra special food to make it a memorable day for them and their family,” she said.

“With the help of our staff and supporters, we aim to fill and deliver 300 buckets with edible joy.”

The majority of the Christmas food and products are donated by YellowBridge staff, partners and suppliers who have embraced the annual appeal and the opportunity to ‘give back’ to others in their local community.

The emphasis is on Christmas food that is gourmet or special rather than staple food items, which are covered so well by other Christmas appeal initiatives in the region.

Recipients are chosen based on their known need. YellowBridge staff then deliver the hampers prior to Christmas Day to people who either live alone, have a disability or need to know that someone cares. They are also distributed to people nominated by YellowBridge’s peer organisations in the housing, disability, youth and aged services sectors.

“It is a true collaboration between us, our partners and our like-minded industry peers to deliver these beautiful buckets of joy to people at this special time of year,” Ms Hamilton said.

Toowoomba accounting firm, McConachie Stedman, is the Appeal’s major sponsor for the fourth year and their support helps with the costs of running the initiative.

“It gives me great pride to see the generosity of our staff and clients who embraced the Appeal last year, filling over 30 buckets. Fingers crossed we can match or better that again this year, helping YellowBridge with their target of 300 buckets,” Director Amanda Roberts said.

“I was very fortunate to be involved behind the scenes with the Appeal last year and was overwhelmed by the generosity of people who donated their time or Christmas goodies to bring joy to those who otherwise may not have felt the Christmas spirit,” Mrs Roberts said.

“I also had the privilege to deliver some of these buckets and witness the sheer joy from those who unexpectedly received them. ‘Buckets of Joy’ is such an appropriate name for them, as that is definitely what they are.”

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“I’d encourage everyone to donate some Christmas goodies towards the Appeal this year, knowing the joy that these will bring.”

All donations are gratefully accepted and can be delivered by 13 December. Collection points are:

- YellowBridge main office, 879 Ruthven Street
- YellowBridge Disability Centre, 46 Hill Street
- McConachie Stedman, 619 Ruthven Street

An online donations page has been created for anyone who would like to give a cash donation for the purchase of suitable food items. Go to <http://bit.ly/yellowbucket19>

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IMAGE: Celebrating the launch of the 2019 Yellow Bucket Appeal are from left YellowBridge lead organiser Adrian Bonica, McConachie Stedman Director Amanda Roberts and YellowBridge Chief Executive Officer Penny Hamilton.