

**The City Mission has a surprise in store for Wellington!**

(13/04/2016)

The Wellington City Mission aims to revitalise the charity shop scene on Monday 18 April, when they open the first 'City Mission Store' to the public.

It's a second-hand shop with a real difference – making sure to sell high-quality goods at prices that are truly affordable. Inside, customers will discover their new favourite: clothes, furniture, linen, bedding, household items, and entertainment items such as Blu-rays, DVDs, CDs, games and books.

City Mission Store Project Manager Jeremy Neeve said: "We want the store to be an exciting place for all Wellingtonians to visit. When customers come in they should be delighted by our great stock, professional service, and well-organised and bright environment. We've worked hard to make sure the goods we recycle are really high quality, but that our prices offer exceptional value. But also, those who support the store will know they are directly helping people in Greater Wellington's communities – the place they call home."

The Mission has a long history of finding new homes for items too good to throw away – beginning with jumble sales in the early 1900s. Until the 1980s, The Mission even had a second-hand shop inside their iconic old building on Taranaki Street. As it happens, the new store is on the corner of Taranaki and Abel Smith Streets – just a stone's throw away from where the old building once was.

However even though this new store will come in a fresh form, its purpose hasn't changed: proceeds will make sure The Mission's vital programmes and services are available for people in Greater Wellington when they need help.

Wellington City Mission Chief Executive Officer Michelle Branney said: "An op-shop is another great way The Mission can keep helping people in the community, but it's also a way the community can help The Mission. The costs to provide important community services for free are ever-increasing, and so is the difficulty to raise money to meet those costs. The store is a way we can proactively and sustainably generate funds both now and for The Mission's future."

The store will be open six days a week: 9am-5pm Monday to Friday, and 10am-3pm Saturday. Donated items can be dropped off during these opening hours, or can be collected from homes and workplaces. Right now the store is looking for quality donated goods, and volunteers. If anyone is interested in either, or for more information, they can call 0800 245 542, or email [collect@citymissionstore.nz](mailto:collect@citymissionstore.nz) – or visit [citymissionstore.nz](http://citymissionstore.nz)

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**For media: You are invited to join us for the unofficial opening event on Thursday 14 April, 5.30pm, and/or to visit on opening day, Monday 18 April, 9am. The store is located on the corner of Taranaki and Abel Smith Streets.**

**Please contact Wellington City Mission Communications Coordinator Tareq Branney for: more information, to arrange an interview, or if you wish to attend the unofficial or official opening. Call 022 320 4796, or email [tareq@wgtncitymission.org.nz](mailto:tareq@wgtncitymission.org.nz)**