



Dam the Mary River? Save the Mary River!

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Save the Mary River Coordinating Group

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Buy No Dam merchandise through on-line store

IN JUST one week, the new on-line shop for the Save the Mary River campaign has generated more sales than a month of local sales at the Kandanga No Dam Info Centre.

Indications so far are that it will overtake all other methods of merchandise sales, and become the main fundraising vehicle for the anti-dam lobby, based in the Mary Valley and fighting the State Government proposal to build the Traveston Crossing Dam.

Supporters have never had it so easy – they can now order No Dam merchandise on-line, and that will make their Christmas shopping a breeze.

Members of the Mary River Coordinating Group - Tricia Roth and Arkin Mackay – are the developers of this new option.

They say the move to on-line shopping was prompted by the ever-growing support base outside the local area.

“We wanted to make our merchandise easily available ... and it’s working!” photographer and on-line shop web designer Arkin Mackay said.

“Orders have come in from many parts of Australia, and it is heartening for campaigners in the valley to know we have such wide support.”

Ms Roth said many supporters worldwide who had not yet had access to merchandise were now able to purchase, helping to boost what is the primary fundraising vehicle for the fight to save the Mary River.

“Another motivator has been to spread the word about this flawed proposal worldwide via the internet,” Ms Roth said.

“This initiative is a complement to Save Mary web-sites on both facebook and myspace.”

Three Mary River groups have been formed on both myspace and facebook in the last month in addition to the lobby group’s own Mary River sites.

All proceeds from merchandise sales on-line and through the Kandanga shop go into the Save the Mary River Coordinating Group campaign pool.

The money is spent in a wide variety of ways, from keeping the Kandanga No Dam Info Centre running seven days a week, to gathering funds in preparation for a possible legal challenge against the State Government.

Ms Mackay said feedback from on-line customers had been overwhelmingly supportive.

“Many have commented about the simplicity of ordering in this manner, which shows it was a timely and necessary step to strengthen our campaign,” she said.

“The Save the Mary River/No Dam campaign is backed by a wonderfully versatile and defiant group of people with a staggering range of skills.

“This skills base, and the stalwart campaigners behind it, have certainly made it difficult for the Government to move forward with their plans, and we will continue to do this until we win.”

She said the merchandise range was always changing.

New items were introduced regularly and in response to seasonal demands, such as the “Have a Mary Christmas” cards and 2008 calendars which have been released in time to solve any Christmas present dilemmas.

The No Dam range of bikinis, boardies and rashies are the swimwear of choice for all environmentally, socially and morally conscious beachgoers this summer.

Info centre volunteer Jill Wells has taken over the management of the merchandise and fulfillment of orders for the on-line shop.

Check out the range at www.savethemaryriver.com/shop

End

Caption:

SHOPPING SPREE: Get your latest No Dam merchandise the easy way – on-line.

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