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MEDIA RELEASE

Safeway Store Actions Highlight Woolworths' Hidden Shame

Safeway's customers in Melbourne's eastern suburbs will learn of Woolworths Limited's shameful sourcing of Select brand tissue products from Asia Pulp & Paper across the coming weekend.

The *Wake Up Woolworths** campaign and members of the Pulp & Paper Workers' Branch of the Construction, Forestry, Mining & Energy Union will use store visits, including balloons, leaflets and the launch of the 'Wake Up Woolworths Campaign Ute' to draw attention to Woolworths' behaviour. An endangered Sumatran tiger will be in attendance.

The first Safeway store to be visited is at 42-50 Burwood Hwy, East Burwood, and then on to the Box Hill Central store at 11am. Media are welcome to attend at 10.00am on Saturday 10th May.

Alex Millar, Secretary of the Pulp & Paper Workers' Branch of the CFMEU said:

“Consumers don't take kindly to retailers misleading them. But what's worse is Woolworths has not only misled them, it has hidden the misleading statements under stickers and put the unsustainable Select brand tissue products back on the shelves.

“Bad for the environment and bad for Australian jobs, that's Woolworths Select brand tissue products.

“If Woolworths thinks they can hide behind stickers and false information, while their actions cost the jobs of Australians, they are wrong. We will continue campaigning until Woolworths decides it wants some real green credentials and starts sourcing its Select brand tissue products from a sustainable manufacturer.”

Despite intense pressure from the public through the media, Woolworths continues to source its Select brand paper products from Asia Pulp and Paper (APP), one of the world's least sustainable pulp and paper manufacturers.

The Melbourne store visits will continue across the weekend before moving on to other states in coming weeks. Spokesperson for the *Wake Up Woolworths* campaign, Tim Woods, said:

“Woolworths said its Select brand tissue products were made from sustainable forest fibre. That was a complete mistruth that the Australian Competition and Consumer Commission (ACCC) said Woolworths could not confirm.

“What Woolworths should have done is told the truth and said ‘Woolworths Select brand tissue products are made by destroying rainforests in developing countries, ruining the lives of local peoples and wrecking the habitats of endangered species’.

“Until Woolworths starts sourcing its Select brand paper products from a sustainable and reputable source, *Wake Up Woolworths* will continue its work to make Woolworths earn some real green credentials.”

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*Wake Up Woolworths is a campaign partly sponsored by the Pulp & Paper Workers' Branch of the CFMEU