



## **MEDIA RELEASE**

### **New BIG W Katoomba store brings big brands at Australia's lowest prices**

**Tuesday, 8 April 2014:** Residents of Katoomba and the surrounding suburbs can look forward to big name brands at Australia's lowest prices from Thursday, as BIG W opens the doors to its store in Katoomba.

The new 4,730 sqm store, at Katoomba, will open at 8am on Thursday, 10 April, promising a huge range across the store for the home and family including great quality, on trend women's, men's and children's wear.

BIG W Katoomba store manager, Scott Maher, said 85 people would be employed at the store, 75 of which were new roles for the local community.

"We are proud that the opening of BIG W sees us welcoming so many new people to the company from the Katoomba area, providing a first step on an exciting and fulfilling career in retail.

"BIG W at Katoomba showcases our most modern store design, providing Australia's lowest prices on a massive choice of household names including Lego, Bonds, Apple, OneActive by Michelle Bridges, Peter Morrissey, Mambo, NP Set by Napoleon Perdis and Revlon.

"There is so much choice, all in one convenient location, BIG W Katoomba will be a one-stop store for the whole family saving our customers' time," he said.

Grand opening celebrations will commence on Thursday with local community leaders and elected representatives helping to open the store to the community and activities for kids including free face painting and appearances by the Easter Bunny and Julius the Paul Frank monkey. The festivities continue on Saturday with Spiderman and Smurfette joining in, and giveaways for kids including Disney Club Penguin and Lego show bags. Parents can enjoy Nestle Dolce Gusto coffee demonstrations and a fashion walk from big brands like Mambo, Peter Morrissey and Lee Cooper.

BIG W Katoomba will open from 8am to 6pm, except Thursdays when it will open from 8am to 9pm.

**Editors note:**

**Media are invited to attend the store opening**

**When:** 7.20am for 7.30am, Thursday 10 April 2014

**Where:** Corner of Waratah and Park Streets, Katoomba

-Ends-

For further information please contact the **BIG W Press Office on 02 8885 1033**