

Woolies feeds fresh music talent with Samantha Jade

Sunday, 1 February 2015: Woolworths, the Fresh Food People, has teamed up with Australia's pop princess, Samantha Jade as the face of Woolworths 'Cheap Cheap' campaign.

For the first time, the popstar will appear in Woolworths' new TV commercial with the 'Cheap Cheap' birds, Percy and Woolie, which will air during the Australian Open men's tennis final tonight.

Woolworths General Manager of Marketing, Tony Phillips said that the collaboration is the part of the supermarket's commitment to feeding young talent.

"We're delighted to be working with Samantha Jade, one of the most exciting musicians of today. Over the next few months, Samantha will appear on our TV screens and you'll also hear her fabulous voice in store. We're sure Australians will love her just as much as they love our 'Cheap Cheap' prices," Tony Phillips said.

Samantha Jade has revealed she chose to partner with Woolworths following her childhood connection with the supermarket.

"I've always been a Woolies kid. I lived next door to a Woolworths store in my hometown Morley in Perth, where I shopped with my Mum for family meals and get togethers.

"Spending time with family and friends is really important to me. I now live in Sydney, and I still shop at my local Woolies to get supplies for a girly picnic or family BBQ," Samantha Jade said.

The X Factor winner has just returned from recording her latest album in LA and appeared at the Australian Open this week to film a new video clip for Woolworths.

As part of the new partnership, she has developed the new #cheapcheapdance with 50 ballkids which was filmed on court at this year's tennis. In its commitment to feeding fresh talent, Woolworths is sponsoring the ballkids at a number of Australian tennis events, including the 2015 Australian Open.

Aussies can watch the #cheapcheapdance on Woolworths YouTube and Facebook page and upload their own video version to be in with a chance of meeting Samantha Jade in person.

The 60" version of Woolies' 'Cheap Cheap' commercial will go to air during the Australian Open men's tennis finals on Sunday, 1 February.

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For further information please contact the **One Green Bean** on **02 8020 1800**