



MEDIA RELEASE: Winedirect.com.au and Caritas Australia launch novel fundraiser to support Ukrainians

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Winedirect.com.au, South Australia's largest direct wine retailer, has joined Caritas Australia to raise much-needed funds to support Ukrainians.

Winedirect.com.au is selling the "Stand for Ukraine" dozen – a mixed dozen of high-quality bottles of wine valued at \$511 – for \$250, with \$100 of the proceeds going towards Caritas Australia's partners in Ukraine and neighbouring countries.

"Both Stefan Lipkiewicz and I have a strong connection to Ukraine, as our parents and grandparents migrated from Ukraine just after WWII," says Mark Pradun, one of the founders of winedirect.com.au.

"We both grew up in Australia, but were surrounded by the Ukrainian language and culture, so when the invasion happened, we were looking for a way to make a difference. We felt like this was a unique way that we could use our knowledge and passion for high-quality Australian wines, to support the devastating crisis unfolding in the country of our heritage."

"The stories we're hearing from our relatives in Ukraine are horrifying," says Stefan Lipkiewicz, co-founder of winedirect.com.au.

"My cousin and his Ukrainian-born wife tried to flee when the invasion began but he had car problems. They had to walk 25 kilometres with their luggage and one-year-old baby, in the snow, in the middle of the night. Can you imagine having to go to such lengths to seek safety? This is what is happening to millions of Ukrainians right now."

"We've seen extraordinary support for Ukraine during this devastating crisis, and it's great to be able to work with Australian companies to help raise funds for our sisters and brothers on the ground in Ukraine. We're so thankful to winedirect.com.au," says Kirsty Robertson, Caritas Australia's CEO.

Caritas Australia is working with its partner on the ground, Caritas Ukraine, and Caritas agencies in neighbouring countries to help the more than 4.2 million people who have been forced to flee Ukraine, as well as the 6.5 million to have fled their homes and are still in Ukraine. Caritas agencies are providing food, water, shelter and other essential needs, including information to avoid human trafficking and support for unaccompanied children.

To purchase a Stand with Ukraine dozen visit <https://www.winedirect.com.au/standwithukraine> (available while stocks last).

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Note:

Mark Pradun, winedirect.com.au's founder is available for interview.

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