

Thursday, 3 March 2022

## **NEWCASTLE PERMANENT ANSWERS CALL TO HELP LIFELINE CLOTHE FLOOD AFFECTED PEOPLE IN NORTHERN NSW**

Newcastle Permanent has answered the call to support Lifeline as it rallies to help people in the Northern Rivers deal with the physical and mental health impacts of the devastating floods that hit the region this week.

CEO Bernadette Inglis said Newcastle Permanent will fund Lifeline's costs to transport clothing, accessories and linen donated by Newcastle and Hunter people to Lismore. It will also fund the costs to temporarily store and then distribute the donated items to people in Lismore and surrounding towns.

Ms Inglis said Newcastle Permanent is also working with Lifeline to arrange for its staff to volunteer to help sort the clothing in the Hunter before transportation.

"It's always been the Newcastle Permanent way to support the communities that support us and we're proud to be contributing to this incredible Lifeline initiative," Ms Inglis said.

"As the rain continues to fall, we are far from the end of this crisis however our communities need our help now.

"We know there will be much more to do once we get through this initial phase, and will look for where we can help with the significant recovery effort that will no doubt be required.

"Our thoughts are with our customers and staff in flood affected areas and we thank our local emergency services who are providing on the ground assistance," she said.

CEO of Lifeline Hunter and Lifeline Northern Rivers, Rob Sams, said the generous support from Newcastle Permanent and the Hunter community is heart warming. He said Lifeline usually sells clothing donations in its shops to fund its services but this time it will distribute donated items directly to local people as part of the Northern Rivers recovery response group – of which it is a member.

"We've had thousands of items donated already; we're going to need a very big truck," Mr Sams said.

"Supplying clothing and manchester is a practical gesture to help people who have lost everything to start to rebuild their lives," he said.

Contact the Media Centre:

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Mr Sam is also urging people who are struggling to cope with the impacts of the disaster to call Lifeline on 13 11 14.

“On top of drought, bushfires and the impacts of COVID-19, these floods may push some people to breaking point. People in other regions are also struggling because they have family in flood impacted areas.”

“Please do not suffer in silence. Lifeline is here to listen and offer hope and support.”

People can donate clothing, accessories and Manchester to Lifeline Hunter’s warehouse at 54 Clyde Street, Hamilton North 8am to 4pm Monday to Saturday. To donate to Lifeline to help it continue to support flood impacted communities visit [NorthernNSW.lifeline.org.au](http://NorthernNSW.lifeline.org.au)

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**Contact the Media Centre:**

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