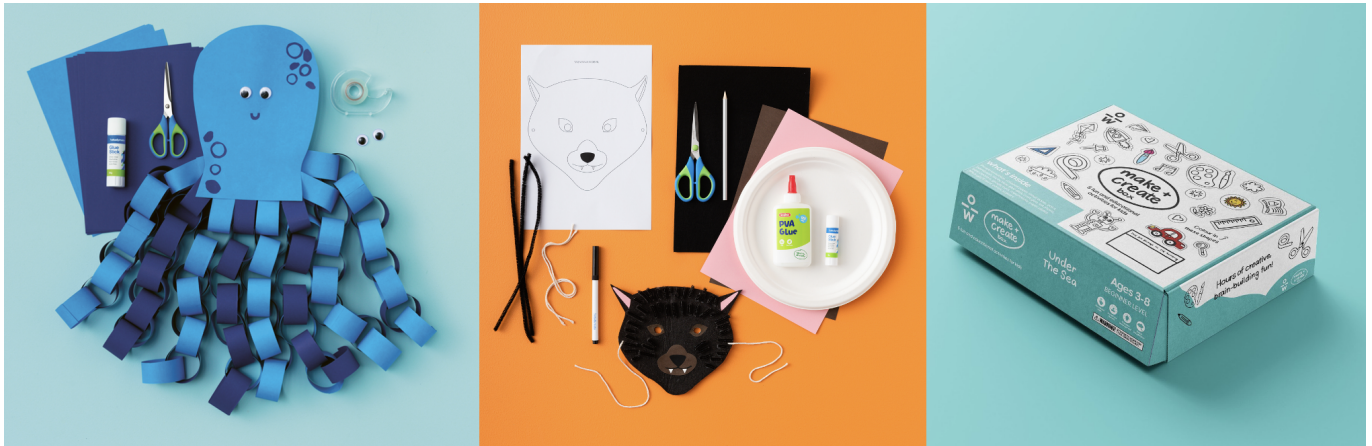


MEDIA RELEASE
NOVEMBER 2021

OFFICEWORKS LAUNCHES NEW LIMITED-EDITION MAKE + CREATE BOXES, FILLED WITH FUN AND EDUCATIONAL ACTIVITIES FOR KIDS



November 2021: Inspired by the knowledge that children can learn best through play, educational playtime for both kids and parents has never been easier with the launch of the new, limited-edition, **Make + Create Boxes** from **Officeworks**.

The fun, interactive and educational maker boxes house a range of activities, complete with all the products needed to complete between five to nine activities (depending on the box theme), as well as easy to follow step-by-step instructions for each activity. All that's needed is a pair of scissors and a pencil, and the kids will be good to go!

Perfect for parents with children aged three to eight, who are looking to keep the kids entertained in an enriching way, the Officeworks Make + Create Boxes will be launching with two different themes, *Awesome Aussie Animals* and *Under The Sea*.

The new Make + Create boxes have been designed to stimulate the senses, feed the imagination, develop fine motor skills and problem solving abilities for children.

The *Awesome Aussie Animals* Box includes everything needed to create nine fun-filled craft activities, from Quokka Bookmarks to Crocodile Pencil Caddies.

The *Under The Sea* Box includes crafty items to create five cool projects. Activities in this box range from Octopus Wall Hangings and Jellyfish Mobiles, to Orca Finger Puppets.

Officeworks General Manager Merchandise, Jim Berndelis, said: "Constantly coming up with new engaging and educational activities for kids can be challenging so we really wanted to help solve this with our new Make + Create boxes. We know screen-based activities increased during remote learning and lockdown restrictions, these new activities are bursting with creativity and craft and can be done by parents and their kids together – and provide hours of entertainment."

We hope kids will enjoy making, experimenting, and learning some important skills along the way through the hours of fun with our Make + Create boxes."

The Officeworks Make + Create Boxes are available to purchase online for \$29.95 AUD (plus delivery) at <https://www.officeworks.com.au/campaigns/makecreate> as well as select Officeworks stores in Victoria and Tasmania.

– ENDS –

For further information and imagery, please contact:

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Officeworks Stores holding Make + Create stock include:

- Hobart, TAS
- Launceston, TAS
- Fitzroy, VIC
- Mentone, VIC
- Geelong, VIC

Awesome Aussie Animals Box

Box includes products to create the following activities: Gumnut Garland, Crocodile Pencil Caddy, Rainbow Lorikeet Puppet, Tasmanian Devil Mask, Echidna Mask, Wombat Mask, Quokka Bookmark, Koala Bookmark and Bibby Bookmark.

What's Inside:

- Booklet with easy to follow step by step instructions
- 5 printed templates
- 20 sheets of coloured paper
- 10 sheets of card
- 6 sheets of coloured felt
- 1 paper plate
- 20 pom poms
- 4 cardboard rolls
- 11 chenille stems
- 12 coloured markers
- 1 PVA glue
- 1 glue stick
- 9 googly eyes
- 100 matchsticks
- Jute twine

Under The Sea Box

Box includes products to create the following activities: Puffer Fish Plaque, Orca Finger Puppet, Octopus Wall hanging, Jellyfish Mobile and Crab Headband.

What's inside:

- Booklet with easy to follow step by step instructions
- 2 printed templates
- 17 sheets of coloured paper
- 2 sheets of coloured felt
- 2 paper plates
- 2 chenille sticks
- 8 googly eyes
- 1 PVA glue
- 1 gluestick
- 1 sticky tape

- 1 poster paint
- 1 paint brush
- 30 matchsticks
- Jute twine

About Officeworks:

Established 26 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the more than 8,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.