

PRESS RELEASE

<For Immediate Release>



ALICE'S GARDEN HAS ARRIVED DOWNUNDER

ALICE'S GARDEN launches its Outdoor Furniture and Trampolines range in Australia and is supporting Cancer Council Australia, the leader in skin cancer prevention and research.

Sydney, Australia - June 27, 2017

Alice's Garden, Europe's favourite online retailer of Outdoor Furniture and Trampolines, has launched in Australia. The company, which prides itself on quality European designed furniture at affordable prices, will remove the inconvenience of purchasing bulky outdoor furniture by offering easy, free* and fast shipping for metro customers. Regional customers will also enjoy fast shipping at very competitive prices.

PRACTICAL AND STYLISH OUTDOOR LEISURE EQUIPMENT

Whilst new in Australia, Alice's Garden is not new to the world. Originally founded in 2010 in France, it became one of the leading eCommerce specialists in outdoor leisure in Europe on the back of high standard customer service and products. Alice's Garden now also operates in Spain, UK and Belgium. With significant volume and no middle men to drive costs up, Alice's Garden allows its customers access to preferred prices direct from the factory.

The Alice's Garden collection has been inspired to magnify the feel good outdoor moments with friends and family. Harmony is also at the core of the collection with each Outdoor Sofa working as a stand-alone piece or able to be combined with other elements from the impressive range including: Gazebos, Umbrellas, Sun Loungers or Dining Sets. There's even a range of Trampolines to keep the kids entertained, while you entertain.



Alice's Garden offers full ergonomic features without the inconvenience of heavy weight as most of the products are made of aluminium and PE Rattan. With fabrics in Woven Grey, Stone White, and Taupe, Alice's Garden colours are modern and fit well in all outdoor and indoor environments. Not only comfortable and stylish, the collection is also easy maintenance and weather resistant in particular to the harsh Australian UV.

ALICE'S GARDEN SUPPORTING CANCER COUNCIL AUSTRALIA



As a company who encourages people to enjoy the great outdoors, Alice's Garden understands the importance of promoting sun safety. The company will support Cancer Council Australia to assist with fundraising for skin cancer prevention and research and will donate \$3 from each sale to support the charity's important work.

"By supporting Cancer Council Australia, we are proud to contribute to the fundraising for research on skin cancer. In addition, even though Australia is the best in class in sun protection having outdoor shades is important to create a healthier environment for all", said the Australian Founder of Alice's Garden.



"We are really grateful to community supporters, like Alice's Garden, who agree to make an ongoing commitment to donate to us and help fund our work across cancer prevention, support, advocacy and research," said Professor Sanchia Aranda, Chief Executive of Cancer Council Australia.

THE ENTREPRENEUR JOURNEY

"Do. Or do not. There is no try." – Yoda, Jedi Master. That's the motto of the Australian Alice's Garden founder, Sebastien Guyot, who recently quit his high flying job in the corporate world to launch his start-up. Why? While buying outdoor furniture online, he quickly became frustrated by the long shipping timeframes and delivery fees regardless of location. Fatefully this was the beginnings of his journey to launch Alice's Garden in Australia.

About Alice's Garden – www.alicesgarden.com.au

Alice's Garden is the eCommerce one-stop shop providing quality European Designed Outdoor Furniture at affordable prices including: Outdoor Sofas, Gazebos, Umbrellas, Sun Loungers, Dining Sets, and Trampolines. The company ships Australia-wide with customers in metro areas receiving FREE AND FAST SHIPPING in Sydney, Melbourne and Brisbane. Customers can also enjoy 30-day returns if they changed their mind.

Alice's Garden was launched in Australia in June 2017. Owned and operated by an Australian Entrepreneur, Alice's Garden Australia is an independent entity from the European group, which has been operating for more than seven years and offers a broad range of products such as Outdoor Furniture, Trampolines, Inflatable Swimming Pools, Outdoor Heaters, Barbeques and Gardening Equipment.

Alice's Garden aims to offer the right Outdoor Furniture and/or Trampolines at the best prices to enjoy shared Aussie outdoor moments with friends and family.

About Cancer Council Australia – www.cancer.org.au

Everyone knows someone affected by cancer. Cancer Council is the leading cancer charity in Australia, uniting the community, creating hope, providing support and saving lives. Whether it's helping people today, or being there for those who'll need us tomorrow, we work across every aspect of cancer and rely on the generosity of community and corporate support to fund vital cancer research, prevention programs, advocacy and support services for those affected by cancer.

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For more information, contact media@alicesgarden.com.au

**: for customers in Sydney, Melbourne and Brisbane metropolitan areas*
