

New Online Store to Give 10% of All Profits to Support Australian Literacy Charities

Written by Australian Business

SYDNEY, October 1, 2013 /PRNewswire/ --

OOdals is a new Australian online store selling Books, DVDs, Vinyl, DVDs and Blu-ray with large discounts on all products with FREE delivery within Australia.

As a UK-based company, OOdals is exempt from having to pay Australian GST. This advantage over similar Australian-owned online stores could lead to a lack of jobs, money and choice within Australia. As a socially aware company OOdals has decided to donate the GST equivalent of all purchases to a variety of Australian literacy charities to counteract this advantage.

Three charities were carefully selected to participate in this scheme: Books in Homes Australia, The Australian Literacy & Numeracy Foundation (ALNF), and The Indigenous Literacy Foundation (ILF).

Customers will be shown a list of the three charities during the check-out stage on OOdals store where they can decide what organisation should receive their donation. *"This is a win win situation for everybody,*

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said

Gregg Lander

, MD of OOdals,

"

customers purchase items at greatly discounted prices, our charity partners receive badly needed funding and we get the opportunity to help the communities that are supporting our young business.

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"Books in Homes Australia thanks OOdals for this wonderful opportunity to raise our global profile. This partnership will go a long way in helping us to realise our vision: to create an Australia

where every child and family has access to books of choice at home.

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Kim Kingston, Books in Homes Australia

"This unique partnership with OOdals will help to create much needed funds and awareness to help close the Indigenous literacy gap. We are very proud to be involved."

Kim Kelly, The Australian Literacy & Numeracy Foundation

"The Indigenous Literacy Foundation is proud to partner with OOdals on this project. We appreciate their support in helping us put books into the hands of children and families in over 200 remote Indigenous communities across Australia."

Karen

Williams, Indigenous Literacy Foundation

Company overview:

OOdals was founded in 2010 and has established stores on eBay and Amazon with a turnover last year of AU\$3.4 million. OOdals is the trading name of Landabooks Ltd.

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