



Thankyou announce New Zealand launch for Friday 15 June ...but keep plan a secret.

Auckland, New Zealand, June 2018. Two years after the world crowdfunded the launch of Thankyou into New Zealand, the social enterprise announce Friday 15 June as the launch date. While details remain a secret, Thankyou will work with a group of 3,522 Kiwis who signed up to join the launch team and use their influence to help spread the word.

After negotiations with all major New Zealand retailers, New World, Pak'nSave and Four Square will be the first retailers to stock Thankyou's range with a period of exclusivity before other retailers come on board.

Throughout Thankyou's nine-year journey the one question the team have been asked more than any other is "When is Thankyou launching into other countries?". In November 2017, when the former President Obama interviewed Thankyou co-founder and MD Daniel Flynn, this was the question he asked, too.

The social enterprise is known for challenging the status quo, historically doing this through bold and audacious campaigns, like [Coles and Woolworths](#) and [Chapter One](#).

Co-founder and MD, Daniel Flynn says we should expect the unexpected.

"The launch of Thankyou New Zealand is bold and audacious but not in the way people have come to expect from us – it's a first for Thankyou."

"What we dream of is more than just putting products on supermarket shelves. We dream of a powerful partnership. Two of the smallest countries in population, who bat above their weight globally in sport, entertainment and music, doing something the likes of which the world has never seen before," said Daniel.

The competition and landscape is tough, so for the social enterprise, the element of surprise is important.

"New Zealanders are known for their ingenuity. It's widely known that if a product can succeed in New Zealand it can likely succeed anywhere," said Daniel.

To arrange an interview with Daniel Flynn, contact Melissa Morris on melissa.m@thankyou.co or +61 401 182 281.

For images, visit this Dropbox: <https://www.dropbox.com/sh/6wfv3vsieevmqrB/AABK-8iUioPNNoza6Q5b4pAYa?dl=0>

To follow the launch through social media, like @thankyounz on [Facebook](#) and [Instagram](#).

To be the first to know updates, sign up to the launch team here: <https://thankyou.co/nz/> - [join](#)

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About Thankyou

Thankyou is a global idea that happened to start in Australia. New Zealand will be the first country outside of Australia to adopt the idea.

Thankyou is a social enterprise that sells consumers products and commits 100% of the profit to help end global poverty. Their ranges include water and body care that fund safe water and toilets and a baby range that funds safe births and healthcare. In nine years, they've given over \$5.8 million to people in need in 20 countries through their impact partners on the ground.

Thankyou was founded in 2008 by Daniel Flynn, Justine Flynn and Jarryd Burns in response to the World Water Crisis. At the time, 900 million people globally didn't have access to safe water, while the Australian bottled water industry was worth \$600million annually. By pairing these two extremes together, the idea for Thankyou was born – a consumer goods company that makes great products and exists to tackle global poverty with the profits.

Thankyou has no private shareholders or investors, which allows the social enterprise to commit all profits to impact.

You can find out more here: www.thankyou.co/nz

Click on the image below to watch Thankyou's short film, Global Village of Change



Click on the image to watch the Chapter One launch video that crowdfunded the launch of Thankyou New Zealand:

