



**Australian  
Koala  
Foundation**

ACN 010 922 102

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## MEDIA RELEASE

### The eco-friendly giftshop that gives back: Koala themed online store relaunches to help save Australia's most iconic animal

**Embargoed: 1st July 2023**

With the click of a button, Australians and people overseas can help protect the nation's iconic animal, the Koala by purchasing products from the new-and-improved online [Save The Koala Shop](https://www.savethekoala.com) which has officially launched today.

Run by Australian Koala Foundation (AKF), the web store had been offline for the past few months as the physical Save The Koala Shop and warehouse relocated from Brisbane to Warialda, NSW.

From today, wildlife lovers can buy a range of koala-themed clothes, gifts and souvenirs by heading to [savethekoala.com](https://www.savethekoala.com), with proceeds going to AKF's expert conservation and research efforts.

"AKF is delighted to relaunch the online shop from country New South Wales so our supporters can contribute to the survival of the beloved koala and create jobs in the bush," AKF chair Deborah Tabart OAM said.

"We've taken the store to the next level and will be stocking many products that are Australian-made, eco-friendly and unique – top-quality items that you'll be hard-pressed to find elsewhere. We are searching too for locals who have products they might like to sell through our network.

"Customers can feel proud knowing their money is directly benefitting the now endangered koala."

Products will ship from Warialda in the Gwydir Shire, the home of the country's first Koala Kiss Site and the kick-off point in AKF's overarching Koala Kiss Project.

Funds generated by the Save The Koala Shop will fuel the "Koala Kiss Project", which ultimately aims to create a 2,543km conservation corridor from Cairns to Melbourne by linking fragmented habitat.

Warialda was chosen as the all-important initial Koala Kiss Site due to its secure landscape that can be connected. AKF is also overseeing a first-of-its-kind Human Plan of Management in the region, relying on the community to become environmental stewards.

"We felt it was vital to embed ourselves in the Gwydir Shire and be on the ground to guarantee the success of the Human Plan of Management," Ms Tabart said.

"Every online order we receive and then ship from our Warialda base will assist in ensuring there is an abundance of koalas in 50 years' time for future generations to admire."

To check out the store and find out more about the AKF's new vision for the koala, visit [www.savethekoala.com/shop/](https://www.savethekoala.com/shop/)

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