

## Crystalbrook Collection Partners with The Australian Literacy & Numeracy Foundation's 'Literacy is Freedom' Campaign

**Australia - Friday 27 May 2022:** Sustainably-led, independent hotel group Crystalbrook Collection announces an official partnership with The Australian Literacy & Numeracy Foundation for the 'Literacy is Freedom' campaign launching today, as part of National Reconciliation Week.

Artist, ambassador and hotel namesake, Vincent Fantauzzo made an appearance at Crystalbrook Vincent in Brisbane to mark the occasion, joining forces with Crystalbrook to raise awareness for an important issue in society.

'Literacy is Freedom' is a powerful campaign led by ALNF to empower First Nations communities across the country through literacy, language and education. Australian clothing brand, Deus Ex Machina, has designed a t-shirt amplifying this message for the campaign, with 100% of the proceeds supporting ALNF's vital work on the ground. As the only hotel partner, the partnership strengthens Crystalbrook's commitment to responsible luxury and support of the community.

Vincent Fantauzzo will be one of the well-known Australians to make a statement wearing the campaign t-shirt including the likes of Danzal Baker (Baker Boy), Hugo Weaving, Miriam Margolyes, Adam Goodes, Buddy and Jesinta Franklin, Tim Minchin, Narelda Jacobs, Eddie Perfect, Clare Bowditch, Michala Banas, Isaiah Firebrace, Lucy Durack, Alan Brough, Zindzi Okenyo, Luke Carroll, Virginia Gay, Nathan McGuire, Benjamin Law, Zoe Norton Lodge and of course Asher to name a few.

As hotel partner, Crystalbrook Collection will have staff across their seven properties joining the campaign ambassadors in wearing the t-shirts throughout the week to raise awareness and show their solidarity. Crystalbrook are encouraging guests, staff and suppliers to also use their platforms to stand with the ALNF during this important time, believing that every child, everywhere should write their own future.

"What an honour to be aligned with such a meaningful and lifechanging organisation. Kudos to The Australian Literacy & Numeracy for bringing national focus to literacy and endless possibilities for all." Says Geoff York, Crystalbrook Collection CEO.

Crystalbrook is one of Australia's leading sustainable and innovative independent hospitality companies. The group prides itself on pioneering and supporting activations which are for the greater good of society, and endeavoring operate in a responsible and modern way which gives back to the wider community.

"We are incredibly proud to be partnering with Crystalbrook, an organisation that we know cares deeply about creating a better future for First Nations and marginalised families and children. With their support, we'll be able to continue our community-led and innovative literacy programs with communities around the nation." Kim Kelly, Co-Founder and Executive Director of ALNF.

The 'Literacy is Freedom' t-shirts will go on sale on Friday exclusively online at David Jones and select stores, and in store at Deus Ex Machina in Camperdown.

For more information, visit: [alnf.org](http://alnf.org) or [www.crystalbrookcollection.com/responsible-luxury](http://www.crystalbrookcollection.com/responsible-luxury)

**-ENDS-**

#### **Crystalbrook's portfolio includes:**

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

#### **Crystalbrook Collection and Ghassan Aboud Group**

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

#### **The Australian Literacy & Numeracy Foundation**

The Australian Literacy & Numeracy Foundation (ALNF) is a national charity seeking to assist people in our most marginalised communities to gain vital language, literacy and communication skills. ALNF's specialised, innovative and proven programs address the needs of a diverse range of individuals and communities – specifically targeting First Nations, refugee and other vulnerable Australians. ALNF believes that literacy is freedom- literacy allows individuals to access education, participate meaningfully in our society and to have a voice. It is a basic human right.

**For further information:**

**Melissa Dive, Account Director**

The Mint Partners

m +61 484906720

e [melissa@themintpartners.com.au](mailto:melissa@themintpartners.com.au)

**Katie Malone, Group Director, Marketing**

Crystalbrook Collection

M: +61 424 927 964

E: [katie.malone@crystalbrookcollection.com](mailto:katie.malone@crystalbrookcollection.com)  
[crystalbrookcollection.com](http://crystalbrookcollection.com)