



MEDIA RELEASE

Monday 8th October 2007
For immediate release

When is a newsagent not a newsagent?

Not all newsagents are created equal. Award-winning **Melbourne CBD** store **The Source** doesn't look like your local newsagent. Down-lit shelves and urban antiques, show off a large selection of magazines, paper products and gifts, while the New York loft-style feel - polished timber floors and exposed brick walls - make this boutique store something really special.

Founded by Matthew Harris and Scott Druce, **The Source** is located at 217 Queen Street, in the heart of Melbourne's legal district. National and international purchases can be made from The Source Online, www.thesourceonline.com.au.

With the gift giving season fast approaching, **The Source**, today launches its' new range of gifts, including home wares, Italian soaps, limited edition Moleskine diaries and beach fun packs. See attached document.

Store co-owner, Scott Druce said, "The Source revamps the traditional newsagent into a shopping experience where the most unique and intriguing products are on offer, and beautifully presented alongside magazines and newspapers.

"Most people to visit a newsagent once a week, in fact – some people visit a newsagent every day. Why not make the experience a memorable one?" Scott said.

In the three years since opening, The Source has been awarded two accolades from The Gift Awards, testimony to the success of this newsagent with a twist.

ENDS

For further information – Scott Druce, 0405 515 935.

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Notes

THE SOURCE

Newsagencies are often located in enviable positions in many shopping centres and high streets. However, they generally offer poor visual merchandising and a bland product mix, making them an undesirable place to shop.

With **The Source**, owners Matthew Harris and Scott Druce, have transformed the traditional customer viewpoint of shopping at old-style newsagents, to a modern, and lifestyle-friendly store with great ambience.

The Source was a finalist at this year's 2007 Gift Awards and winner at the 2006 awards.

www.thesourceonline.com.au

THE CREATORS

New to the retail industry, Scott Druce and Matthew Harris took over a run down newsagency on Queen Street in 2004, and set about creating a new shopping experience.

Their previous business was a high-end lodge called **The Glass House** in New Zealand, which was ranked as one of the **Conde Naste's hot 50 new hotels in the world for 2004**.



Matthew is from the UK and has previously worked in marketing and textiles. Scott's background is in marketing. They moved to Melbourne in 2004 and love the lifestyle it offers.

THE GIFT AWARDS

Presented by Reed Gift Fairs, The Gift Awards honours trendsetters and those breaking new ground in Australia's \$20 billion gift industry.

www.thegiftawards.com.au

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