MEDIA RELEASE

AUSTRALIAN SPORT & MEDIA HEAVYWEIGHTS UNITE TO DECLARE:

"MENSTRUAL EQUITY; IT'S EVERYONE'S BUSINESS"

Iconic Australian sport and media personalities are uniting behind the cause of menstrual equity ahead of the nation's largest donation drive for period products.

Footy legends Sam Thaiday and Corey Oates have joined media personalities Christian Hull and Kip Wightman, among others, supporting Share the Dignity's Dignity Drive initiative, declaring "Menstrual equity; it's everyone's business."

The stars have joined forces as Share the Dignity, Australia's largest menstrual equity non-for-profit is launching their most ambitious Dignity Drive campaign ever, as the need for support for thousands of women soars across the country.

Throughout 2026, people who menstruate have cited rising cost-of-living pressures, including fuel and housing, as key reasons household budgets are falling short when it comes to being able to afford period products.

Share the Dignity Founder and Managing Director, Rochelle Courtenay, says she hopes the Drive can collect over 200,000 urgently needed period products.

"The reality is many people are having to choose between putting fuel in the car to get to work or buying tampons and pads. For those already experiencing homelessness, domestic violence, or severe financial hardship, they don't have that choice at all - and that's who our donated products are primarily helping," she said.

With collection points located in Woolworths Supermarkets and businesses nationwide throughout August, the campaign is calling on Australians to donate period products as part of a broader national movement for menstrual equity, to ensure no one misses out on life because of their period.

"When people are missing work, school and everyday life because they don't have access to period products, it shows this is not just a personal issue, it's a national one. It's everyone's business," Ms. Courtenay said.

In addition to the period products donated by the public, five cents from every eligible period product purchased from Woolworths Supermarkets during the Dignity Drive will also go towards the cause, with every purchase able to make a real difference.

Loretta Arrastia, Woolworths Community Partnerships Manager says the organisation is incredibly proud of the positive impact they are creating with Share the Dignity and grateful for their customers' continued generosity.

"Beyond the 1.5 million products collected since our partnership began in 2019, Woolworths is proud to have donated more than $3.5 million to date. This funding has helped support 116 Dignity Vending Machines and the important grassroots work Share the Dignity delivers across Australia."

Share the Dignity aims to collect 200,000 period products in August 2026 to meet the needs of tens of thousands of people relying on charity and community groups throughout Australia.

To find your nearest collection point, visit sharethedignity.org.au/dignity-drives.

ENDS

Interview opportunities:

- Rochelle Courtenay - Share the Dignity Founder and Managing Director
- Share the Dignity volunteers and charity partners

About Share the Dignity

Share the Dignity was formed in 2015 when Founder Rochelle Courtenay first learnt of homeless women going without basic period products during their menstrual cycle. Courtenay decided the question was not, “why is no one doing anything?” but rather, “what’s stopping me from doing something?”

Since the founding of the charity, Share the Dignity has donated over six million packets of period products to those in need, supported by over 2,500 volunteers nationwide.