



Love your home

## **IKEA's BILLY on the Beach**

### *The world's longest outdoor bookcase*

**Monday 30<sup>th</sup> November 2009:** To mark the 30<sup>th</sup> birthday of BILLY, the world's most versatile bookcase, IKEA is creating the world's longest outdoor bookcase on Bondi beach, on Sunday 31 January 2010 from 6am – 6pm.

For one day only, Bondi beach will be transformed with 30 BILLY bookcases snaking their way along the sand, featuring 1000's of books to choose from.

To take a book, people are invited to swap one of their books for a book from BILLY's shelves OR make a gold coin donation, with all donations going to The Australian Literacy & Numeracy Foundation.

With books for all ages and tastes available, there's something for everyone to read on the beach this summer. So get your swimmers ready, slop on the sun cream and hit Bondi for some BILLY on the beach action!

Everyone who participates receives a voucher for \$30 off a limited edition BILLY JADER bookcase.

- What:** The world's longest outdoor bookcase
- Why:** Everyone needs a good book to read on the beach
- Who:** Suitable for all ages
- Price:** A book OR a gold coin donation with all proceeds of gold coin donations going to The Australian Literacy & Numeracy Foundation.
- Where:** Bondi beach, Sydney
- When:** Sunday 31 January 2010  
6am – 6pm
- Website:** [www.ikea.com.au](http://www.ikea.com.au) / [www.alnf.org](http://www.alnf.org)

-Ends-

For further information please contact Greg Vekiarellis or Lizzie Culverhouse at One Green Bean

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