



Yarn'n Press Release

Indigenous Education and Culture Through Yarn'n in Your Bathroom

Summary

Yarn'n is an Indigenous owned business founded by good mates, a proud Wiradjuri man Lane Stockton and former Wallaby, David Croft. The consumer toilet paper aims to educate, unite and inspire through sharing First Nation art and culture in the confines of your bathroom. Indigenous owned and operated, Australian made and 100% recycled, with 50% of profits going directly to the Yalari Foundation, Yarn'n provides opportunity by educating First Nation Youth, in the hope of creating generational change for a better future.

Overview

Yarn'n, the innovative Indigenous-owned toilet paper brand, is the brainchild of two mates united by a shared vision to Educate, Unite and Inspire. Their strong friendship and common passion for understanding modern Australia, laid the foundation for Yarn'n's journey.

As mates often do, Stockton and Croft embarked on a journey to explore what it truly means to be Australian in today's diverse landscape. Drawing from their backgrounds in the cushy tushy industry, the duo recognised an opportunity to introduce First Nation culture into the very fabric of everyday homes. And so, the 'yarn' began.

Lane Stockton, a young and proud Wiradjuri man, and David Croft, a former Wallaby, came together to create a brand that goes beyond providing a product. Yarn'n is a platform for sharing, educating, and celebrating Indigenous culture. Their friendship serves as a testament to the power of understanding and connection, which are both values that Yarn'n aims to instill in every Australian.

"We believe that the threads of our friendship and understanding can be woven into the fabric of our nation. Yarn'n is our way of inviting everyone to partake in the beauty of First Nation stories and culture," shared Stockton.

With a deep commitment to learning, mateship, and discovery, Yarn'n has emerged as a vehicle for cultural exchange. By bringing First Nation culture into homes through the simple act of 'wiping your tush', Stockton and Croft hope to foster curiosity, unity and awareness in the most unexpected of places – the bathroom.



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"Our shared vision is to inspire Australians to be curious and connect, through storytelling and culture. The Yarn'n journey has provided me perspective and empathy. Through Yarn'n we can all be a part of the path toward mutual understanding and positive change," added Croft.

Yarn'n is not just a brand; it is a movement. It encourages individuals to embrace curiosity, engage with stories, and become active participants in shaping a more inclusive society. By choosing Yarn'n, you're not just choosing toilet paper; you're choosing to be a part of a narrative that connects us all.

"Every day has been about learning, discovering my culture, and sharing that with mates. Enjoying yarns and putting smiles on faces has been the outcome!" said Stockton.

A Commitment to Change: Empowering First Nations Youth

Yarn'n proudly stands by its commitment to give back to the community that inspired its creation. With the goal of creating tangible change, Yarn'n pledges to donate 50% of its profits directly to support the education of First Nations youth. Yalari, since 2005 have been providing Indigenous children from regional and remote communities the opportunity to receive full boarding school scholarship. Yalari will be the direct beneficiary of Yarn'n's work. By investing in Yalari and the education of young Indigenous individuals, Yarn'n aims to empower them to become leaders, shaping a brighter future for everyone.

"Yalari has been able to offer life-changing opportunities to Indigenous children from remote and regional Australian communities for 18 years now, and we're excited to partner with Yarn'n to continue to make a significant impact in the lives of these families" said Waverly Stanley AM – founder of Yalari

"We are excited to be partnering with Lane and the team at Yarn'n. Lane is committed to making a positive difference to Indigenous people. He knows the value of education in bringing about generational change.

Lane's generosity in directing a large part of his company's profits to help educate and empower Indigenous people is testament to the man he is. He is a role model, an Indigenous entrepreneur who is rolling his sleeves up and making a positive contribution. We are humbled that he chose Yalari as his partner and wish him every success in this new venture." said Bruce Davidson – Yalari Chairman



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Australian Made, Recycled and Proud



100% AUSSIE MADE
DEADLY DUNNY PAPER
HEY BUNJI

Yarn'n takes pride in being Australian made, reflecting the brand's commitment to supporting local industries and communities. By choosing Yarn'n, you're not only supporting a movement of cultural understanding but also contributing to the growth of Australian manufacturing. Protecting the environment, while still offering a product that is value for money, is another huge driver. This is why Yarn'n will be 100% recycled and double the length of the traditional consumer toilet roll on the supermarket shelves.

Call to Arms

In a landscape dominated by global giants, Yarn'n, is gearing up for a remarkable entry into the market. The founders, Lane Stockton and David Croft, fully aware of the challenges posed by established players, have taken a daring step to overcome the odds. Yarn'n is set to launch with a pre-sale of 3000 cartons, each adorned with a commemorative wrap designed by proud Wiradjuri woman, Katrina Graves.

This design pays homage to the rich cultural heritage of the Wiradjuri people while symbolizing the brand's commitment to fostering cultural understanding. Each wrap will contain insights into the Mob being profiled including language, culture, history, and art.

"It was important to me that the first wrap was dedicated to my Mob the Wiradjuri people. I know people will enjoy the insights and Katrina's beautiful design "Flowers on the Hill". This is the first step on our journey of awareness and appreciation, one I am thoroughly enjoying, I hope you do as well," says Stockton.

For more information about Yarn'n, its founders, mission, dedication to empowering First Nations youth, and its status as Australian made, please visit www.yarnn.au (site will be live 06/09/23). Join us and be part of the change.

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