

# MEDIA RELEASE

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STORIES UNSEEN STANDS AGAINST CONSUMERISM FOR BUY NOTHING DAY

*Perth, WA - 25<sup>th</sup> November 2024-* In a bold stand against the consumerism of Black Friday, Perth-based travel tech startup Stories Unseen is offering all its self-guided tours for free this weekend as part of Buy Nothing Day. This initiative aims to inspire people to choose meaningful experiences over material goods, reinforcing Stories Unseen's mission to connect people and places through immersive storytelling.

Buy Nothing Day, first launched in Canada in 1992, is a global movement that challenges overconsumption and encourages society to reassess its relationship with "stuff." Scheduled on Black Friday, one of the biggest shopping days of the year, the day serves as a powerful counterpoint to the rampant consumerism that fuels waste and environmental degradation.

## The Impact of Overconsumption

The environmental toll of overproduction and overconsumption is staggering. From fast fashion giants like Shein producing mountains of low-cost, disposable clothing to single-use plastics dominating online retail packaging, the planet is bearing the cost of unchecked consumer habits. According to the United Nations, the fashion industry alone contributes 10% of global carbon emissions and consumes 93 billion cubic metres of water annually — enough to meet the needs of five million people.

Stories Unseen Co-Founder and CEO, Erin Clark, highlights the need for change: "Black Friday has become a symbol of excessive consumption, driving industries built on unsustainable practices and short-lived products. Businesses can and must do better by adopting models that value sustainability and experiences over stuff. At Stories Unseen, we believe in offering people something far more valuable — opportunities to connect with the world around them."

## A Call for New Business Models

Rather than relying on fast, disposable goods, Stories Unseen is part of a growing wave of companies advocating for thoughtful consumption and experience-driven models. By prioritising connection and storytelling, the company exemplifies how innovation and technology can be harnessed for good.

"Experiences like our walking tours create lasting memories while reducing the environmental footprint of traditional consumption," said Clark. "We need more business models that focus on sustainability and community impact — not just profit margins."

## Join the Movement

This Buy Nothing Day, Stories Unseen invites everyone to reflect on what truly adds value to their lives. Let's choose experiences over excess and take a step towards a more sustainable, connected future.

## About Stories Unseen: A Clever Way to Experience Places Differently

Stories Unseen is the clever way to experience places differently through curated, self-guided tours in West Australia and South Australia. With a mission to make cultural and heritage tourism engaging and accessible, Stories Unseen is committed to inspiring exploration and deeper connections to place.

Founded in 2022, the company is the brainchild of two Western Australians, Erin Clark and Damien Fitzpatrick, driven by a passion to create memorable experiences that connect the past, present and future.

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