

For immediate release

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STRIKING REDHEAD ICON CELEBRATES 60TH ANNIVERSARY

This safe, dependable, contemporary beauty has seen it all!

Every Australian knows and trusts the Redheads brand and their leading lady, affectionately known as Miss Redheads; a contemporary beauty that has done it all, from her humble beginnings in Richmond to the striking icon she has become today.

It was the welcome introduction to Australia of the 'Safety Match' that was the catalyst for the Redheads name which was originally derived from the red striking head of the new match.

The earlier 'Strike Anywhere' matches were made with a poisonous white phosphorous and were, as their name implied, very sensitive to friction with any surface.

The marvel of the Redheads Safety Match was that it could only ignite if struck against the specially painted edge of the matchbox.

Soon the famous 'Redhead' lady assumed a personality of her own and while this year may be her 60th Anniversary, time has only improved this fiery icon who is always on hand to light-up any occasion.

Since her birth in 1947, Miss Redheads has continued to evolve to reflect Australian life. From her post war '1940s look' through the swinging 60s and power mad 80s - she has been with you through it all.

Originally, an Australian model was used to create the Redhead profile, now so well known. With her 60th anniversary being celebrated this year, Redheads is keen for any information as to where she may be today.

Today the Redheads logo continues to be instantly recognisable by the majority of Australians and she is much deserving of her icon status. Each year Australians use over 2 billion Redheads matches.

No candle is too small or BBQ too big for this powerful lady who can truly be said to be part of Australian folklore - always safe, dependable and ready to strike into action. Join the Australian public in remembering our heritage and light 60 candles to celebrate this momentous anniversary.

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