



**Press Release: After four years Flying Penguin is flying out of the shopfront and into pop-ups and online**  
**11 June 2014**

Retail is changing and Flying Penguin is rising to the occasion. Our customers tell us they like to shop on Saturdays, just before Christmas and online. Flying Penguin is moving with the times, out of a fixed address, into pop-up shops and onto computers, tablets and mobile phones.

Next month Vicki, Jackie and Brenna will be closing the doors of 359 King Street and heading to Newtown markets on Saturdays and surprise locations throughout the year. Customers will always be able to find Flying Penguin at [www.flyingpenguin.com.au](http://www.flyingpenguin.com.au) and [www.facebook.com/flyingpenguin](https://www.facebook.com/flyingpenguin) will be updated constantly with location news.

"50% of sales in toy shops happen in the last ten weeks of the year. The rest of the year is very slow and, if you are paying market rent, almost impossible to manage. We have developed a model that should work for everyone – we will be in Newtown when customers really need us, and online the rest of the time," says Vicki Harding, Director. "We are very interested in providing a contemporary and innovative shopping experience, which will include piloting free local deliveries for any orders made at our weekend market stall."

"We are grateful for our many loyal and supportive customers, but we cannot afford to pay main street rent for nine months of the year. We believe that a mobile and flexible shop model will be more responsive and meet our customers' needs. We look forward to supplying locals with high quality toys for years to come."

To keep in touch, Flying Penguin encourages customers to subscribe to their newsletter, follow them on Facebook and download their APP.

To clear the shelves Flying Penguin is offering 30% off everything in-store from 12 June 2014.

[www.flyingpenguin.com.au](http://www.flyingpenguin.com.au) sources high quality, fun toys. *Flying Penguin's* Newtown shop will be open every day except Mondays until the shelves are bare.

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For further information about Flying Penguin visit [www.flyingpenguin.com.au](http://www.flyingpenguin.com.au), email [info@flyingpenguin.com.au](mailto:info@flyingpenguin.com.au) or call Vicki Harding on 0414 568 187.

Flying Penguin Extraordinary Educational Toys  
PO Box 535 Dulwich Hill NSW 2203  
[info@flyingpenguin.com.au](mailto:info@flyingpenguin.com.au) Ph 9516 2842  
[www.flyingpenguin.com.au](http://www.flyingpenguin.com.au)