

Media Release

7 January 2026

COLES AIMS TO PITCH IN MORE THAN HALF A MILLION DOLLARS TO SUPPORT GRASSROOTS SPORT

Images [HERE](#)

Coles is going the extra mile with a new national fundraiser to help keep Aussie kids active and local sport running, at a time when community sporting clubs face rising operational costs and falling participation, with nearly one in four at risk of shutting down¹.

In a bid to help fuel community AFL, soccer and athletics programs nationwide, Coles is teaming up with four iconic Australian brands, Uncle Tobys, Milo, Grove Juice and Perino tomatoes to donate 10 cents from every purchase of selected products² to Coles MiniRoos, Coles Healthy Kicks, Little Athletics Australia and the Eddie Betts Foundation until 3 February.

By turning everyday shopping into game-changing wins for Aussie kids, the community partners will receive up to \$150,000 each to help support initiatives such as boosting access to free sports programs, investment in vital equipment and grants to grassroots clubs.

The campaign is the latest move in Coles' commitment to support junior sporting programs. Through partnerships with leading Australian sports organisations including AFL/AFLW, Football Australia and Little Athletics Australia, Coles has helped more than one million kids nationwide to get active, eat healthily and build life-long skills.

Coles General Manager of Brand and Marketing Kate Bailey said Coles was proud to continue playing a hands-on role in supporting community sport and helping young Australians build healthy habits for life.

"Grassroots sport is where confidence is built, friendships are formed and healthy habits take shape. By turning everyday shopping into an investment in community sports we're making it easier for young people to get active, learn healthy eating habits, connect with others and most importantly, enjoy themselves."

¹ Australian Sports Foundation (2023). *Clubs Under Pressure: Australian Community Sport Research Findings*. Australian Sports Foundation. Retrieved from https://www.datocms-assets.com/102439/1737506114-asf_clubs_under_pressure_report-web.pdf

² From 07/01/2026 to 03/02/2026, 10 cents from every Nestlé Milo milk-add, snacks and cereal product, Uncle Tobys, Grove Juice, and Perino tomatoes products sold, will be donated to one of our community sports partners; Coles MiniRoos, Coles Healthy Kicks, Coles Little Athletics, and the Eddie Betts Foundation programs, respectively, to a maximum of \$150,000.

“From funding new equipment and uniforms, to donating fruit and supporting sports programs in schools and local communities, Coles is proud to inspire young athletes to get their start whether that be on the footy field, soccer pitch or running track,” Kate said.

The campaign runs until Tuesday 3 February 2026, with 10 cents from the following products donated to Coles' community sports partners, each to a maximum donation of \$150,000.

- Nestle Milo milk-add, snacks and cereal products
- Uncle Tobys products
- Grove Juice products (only available in NSW, VIC and QLD)
- Perino tomatoes

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For media enquiries, please contact

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