

# Media Release

coles | Value the Australian way

Monday, 1 November 2021

## COLES JOINS MOVEMBER MOVEMENT TO RAISE FUNDS FOR MEN'S HEALTH

There are more ways than ever to show your support for men's health on this special 18 year anniversary of Movember, as Coles launches limited-edition moustache-shaped donuts alongside go-to Mo products that are sure to keep customers looking fan-stache-tic, while doing good.

During November, Mo Bros and Mo Sisters will be able to swap their 'stache for something a little sweeter by purchasing limited-edition moustache-shaped donuts at Coles supermarkets nationwide, with 10c from every two-pack sold donated to Movember.

Coles customers can also purchase a participating product in the new and exclusive to Coles *KOi For Men* grooming range, with a \$1 donation from each sale going directly to Movember to address mental health and suicide prevention, prostate cancer and testicular cancer throughout November. After November, Coles will continue donating 50c from the sales of *KOi For Men* grooming range towards the cause.

*KOi For Men* is a grooming and self-care range made for the modern man. From razor kits and beard oils to face wash, the products include natural fragrances and nourishing feel-good ingredients that gently care for your skin, with no nasties like parabens, silicones, mineral oils or sulphates, and no artificial fragrances or colours.


Movember APAC Country Director Rachel Carr said, "We are so grateful for the support we receive from Coles team members and customers every year, and the addition of ongoing donations from the new *KOi For Men* grooming range will help us make even more of a meaningful impact on men's health.

"Men's health is in crisis. Every donation - no matter how small - adds up, and with the help of our Rockstar Mo community, like Coles right across Australia, Movember will continue funding and delivering life-saving research and programs to prevent our fathers, brothers, partners, sons and mates from dying prematurely."

Movember research conducted in 2020 found that a quarter of men globally (25%) reported their mental health had worsened during the COVID-19 pandemic, yet only 16% had spoken to a Health Care Provider about their mental health – indicating the ongoing need for Aussies to support the Movember for their eighteenth consecutive year.

With a focus on mental health and suicide prevention, prostate cancer, testicular cancer, funds raised by Movember go towards ground-breaking medical research, innovative cancer tests and treatments, and game-changing mental health interventions projects around the world.

Capturing the hearts of Aussies after speaking out about his mental health on hit TV show *MasterChef*, Australian TV personality and Coles ambassador Brent Draper is getting behind Movember this year, as well as going the extra mile in a 200km walk throughout November to raise funds and awareness for the charity.



“Since coming off MasterChef, I’ve been having a lot of conversations around mental health, particularly with men. It’s brought to the surface for me how important the work Movember is doing really is for the community, and how much more I want to support them so they can continue to help people in need,” Brent said.

“I know how hard it is for men to speak up about their feelings and struggles with their mental health, so I just want to lead by example wherever I can and show men that it’s okay to speak. Also, this Movember is a bit more personal for me as my father-in-law has just been diagnosed with prostate cancer, which is what pushed me to walk this 200km for Movember. I think if we all just did our own little bit, it goes a long way in the end.”

Coles General Manager Corporate Affairs Sally Fielke said Coles was proud to partner with Movember and help customers and team members rally in support for the home-grown charity.

“In another year where mental health as well as general health has been a big focus for all of us, including Australian men and boys, Movember has continued to provide life-saving services and support,” Sally said.

“We’re proud to partner with Movember which not only raises vital funds and creates awareness for men’s health but also generates meaningful conversations among our team members and customers, encouraging them to talk more openly about their health, and reach out in tough times.”

In addition to purchasing participating products exclusive to Coles, customers can also help raise funds by raising a glass to Movember, with every bottle of Choosy Beggars Cabernet Merlot, Sauvignon Blanc and Rosé sold at all Liquorland, First Choice Liquor Market and Vintage Cellar stores also supporting the Movember cause.

Coles Express is also throwing its support behind Movember, donating \$1 when two participating products are purchased in the same transaction. Customers can also donate to the cause by rounding up their fuel purchase to the nearest dollar at Coles Express throughout November.

Coles team members last year raised more than \$580,000 for the Movember Foundation, the largest corporate contribution for the charity in Australia.

## **About Movember**

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer, and testicular cancer. The charity raises funds to deliver innovative, breakthrough research and help men live happier, healthier and longer lives.

Aussies can fundraise by growing a Mo, committing to run or walk 60kms and Move for Movember, host an in-person or virtual Mo-ment, or Mo Your Own Way and get creative to raise funds. To donate or learn more, go to [Movember.com](https://www.movember.com).

<b>COLES SUPERMARKETS PARTICIPATING DONATION PRODUCTS</b>
KOi For Men Charcoal Face Mask 50ml
KOi For Men Beard Oil 50ml
KOi For Men Face Wash & Scrub 250ml
KOi For Men Shave Gel 200ml
KOi For Men 3 in 1 Wash
KOi For Men Razor cartridge 4 pack
KOi For Men Razor Kit
Coles Moustache-shaped Donuts 2 pack
<b>COLES EXPRESS \$1 TO THE MO PARTICIPATING DONATION PRODUCTS</b>
Remedy Kombucha Cola
Coca Cola No Sugar
Mount Franklin Water
Mount Franklin Sparkling Water
Four'N Twenty Classic Meat Pie and Sausage Rolls
Coles Express Sandwich and Wrap range
Coles Express Banana Bread
Coles Express Muffins
Coles Express Coffees
Fuel round up to nearest dollar
<b>COLES LIQUOR PARTICIPATING DONATION PRODUCTS</b>
Choosy Beggars Rose 750ml
Choosy Beggars Sauvignon Blanc Semillon 750ml
Choosy Beggars Cabernet Merlot 750ml

**For further information, please contact**  
Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)