

# Media Release

**coles** | Value the Australian way

**Strictly embargoed to 12.01am Wednesday, 2 March 2022**

## **Coles pledges up to \$1 million for NSW and QLD flood-affected communities**

### ***Fundraising appeal kicks off at Coles supermarkets and Coles Express stores***

Coles has pledged up to \$1 million to the Australian Red Cross Qld and NSW Floods Appeal to provide immediate and long-term support to flood-affected communities in NSW and Queensland.

From tomorrow, Coles customers will be able to help communities impacted by the severe flooding in NSW and Queensland by making a donation at any Coles supermarket and Coles Express store across Australia.

Coles will match customer donations dollar-for-dollar up to \$1 million for the Australian Red Cross Qld and NSW Floods Appeal until March 15.

Funds raised for the Australian Red Cross Qld and NSW Floods Appeal will go toward enabling volunteers and staff to help with evacuations, relief centres and outreach service; and supporting people and communities to recover and to build resilience to disasters.

To make a donation, customers can ask a team member at any Coles Supermarket or Coles Express.

Australian Red Cross Acting Director of Australian Programs Garry Page thanked Coles and its customers for supporting the Australian Red Cross Qld and NSW Floods Appeal.

"We are witnessing an unprecedented flooding event in NSW and Queensland. People have been forced to leave their homes and seek shelter in evacuation centres. Properties have been badly damaged, and a massive clean-up will be required. These floods will have a long-term impact on communities and Australian Red Cross will be there to support them along the way," he said.

"Coles support for the appeal will help our teams continue to provide critical support on the ground."

Coles Group Chief Operations Officer Matt Swindells said the Coles team was passionate about supporting flood-affected communities in Queensland and NSW at such a difficult time.

"These devastating floods have impacted so many of our own team, customers and suppliers so we want to help those doing it tough by opening our check-outs across Australia to take donations and show our support by matching those donations dollar for dollar to the value of \$1 million," he said.

Mr Swindells also thanked customers for their patience during the challenging time for many Queenslanders and Northern NSW residents.

"As roads reopen and the clean-up begins, we want to assure customers that we are working hard to replenish shelves as quickly as possible and get essential food items into flood-affected regions," he said.

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For information on product availability, visit <https://www.coles.com.au/customer-care/product-limits>.

For information on store trading hours, visit <https://www.coles.com.au/customer-care/store-closures>

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**For further information, please contact**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)