

# Media Release



Friday 3 March 2023

## LOVE YOUR LAND: LIQUORLAND ROLLS UP ITS SLEEVES TO SUPPORT CLEAN UP AUSTRALIA

IMAGES AVAILABLE [HERE](#)

Liquorland will be donating 25 cents from every sale in-store and online\* over the next three days to the environmental charity Clean Up Australia, as part of its *Love Your Land* campaign. The national fundraising initiative is in addition to the 50 cent donation the retailer provides the charity from every sale of its *Drop of Good* wine range throughout the year.

The funds raised will be used to provide thousands of free Clean Up kits to help volunteers clean up their local parks, beaches, rivers and outdoor spaces in their local communities.

Each Clean Up kit will include biodegradable rubbish collection and recycling bags, protective gloves, a high-vis vest, and an optional sharps container to keep volunteers safe.

Coles Liquor Group has partnered with Clean Up Australia for the past two years, raising more than \$240,000 to support the country's largest community based environmental event.

Coles Liquor Chief Executive Darren Blackhurst said the Coles Liquor team was looking forward to doing their bit for the community and highlight the importance of looking after the land you love.

"We are so proud to be supporting Clean Up Australia for the third year. It's great to be able to help the charity raise much-needed funds, as well as inspire our team to take part in the event," said Darren.

"Our customers tell us that environmental issues are important to them and the passion they show in supporting this partnership, both online and in-store, is extraordinary," he said.

Clean Up Australia Chair Pip Kiernan thanked Coles Liquor Group for its support and for acting with impact and purpose when it comes to the environment.

"Thanks to Coles Liquor's support over the past three years, Clean Up kits have been provided to thousands of volunteers right around the country, from the tip of the Top End, to the rainforests of Tassie, from Albany to Yungaburra. With this support we've been able to drive real change," said Pip.

"We know many Australians are feeling overwhelmed and unsure of how they can help protect the environment. Taking part on Clean Up Australia Day is a practical way for each of us to be part of the solution and show our love for the land," she said.

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\* Excludes tobacco only and gift card only transactions. Campaign period runs from 12:00am Friday 3 March to 11:59pm Sunday 5 March 2023.

Liquorland launched their *Love Your Land* campaign earlier this year to drive awareness of environmental issues that affect all Australians and highlight solutions which move us towards a circular economy.

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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)

### **About Coles Liquor**

*Coles Liquor is a trusted retailer with three iconic trading banners, Liquorland, First Choice Liquor Market and Vintage Cellars. Our purpose is to help adult Australians lead happier and healthier lives by drinking in a responsible and sustainable way.*

*As a drinks specialist, Coles Liquor hosts an extensive range of wines, spirits and beers and we are passionate about providing customers with local and relevant products.*

*Our knowledgeable Team Members serve customers through our network of more than 940 stores and ultra-convenient online sites, delivering on our commitment to provide accessible drink solutions for every occasion.*

### **About Clean Up Australia**

*Founded by Ian Kiernan, AO, Clean Up Australia is one of the country's most recognised and trusted environmental organisations, inspiring and empowering communities to clean up, fix up and conserve our environment. Clean Up Australia Day is the nation's largest community-based environmental event and more than 20 million Australians have participated since its inception.*

*Clean Up Australia now works with community, governments and businesses to provide practical solutions to help all Australians live more sustainably every day of the year. Today the organisation's focus is as much on preventing rubbish entering our environment as it is removing what has already accumulated.*