

Media Release

coles | Value the Australian way

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COLES GROWING MO-MENTUM FOR MEN'S HEALTH

Mo-mentum for Movember is building at Coles this month with a new range of products available in store and online, to help support the leading men's health charity.

The popular Coles Movember donut will be making a return to bakery shelves with 10c from every pack sold donated to Movember. If you're purchasing men's deodorant and grooming products during the month of November, you'll also be supporting men's health, with 50c from every purchase helping fund vital men's health programs. Participating products include well-loved brands such as Lynx, Rexona, Dove, Gillette, Nivea, L'Oreal, Brut and KOi for Men.

With summer on the horizon, there is no better time to rally a group of mates together to host a special Mo-moment, with \$1 from every transaction that includes the purchase of both a select Coles Burger Sauce¹ and a Coles Beef BBQ Burgers 10-pack donated to Movember up to a maximum of \$25,000. Additionally, there will be a 10c donation to Movember on the sale of any MasterFoods tomato or BBQ sauce up to the value of \$80,000. Participating products include *Born in the Flames*, a new range of premium American-style BBQ sauces exclusive to Coles.

The funds raised for Movember from Wednesday 1 to Thursday 30 November at Coles will help support programs and initiatives aimed at tackling some of the most complex health issues facing men today; mental health and suicide, prostate cancer, and testicular cancer.

Western Bulldogs champion Tom Liberatore, who sports one of the AFL's most recognisable moustaches, has backed the Movember campaign at Coles this year.

"I'm stoked to be celebrating 20 years of men's health this Movember. Raising vital funds and awareness for all the dads, brothers, sons, and mates in our lives. I hope everyone can get behind this important cause by growing a Mo, hosting an event, setting a physical challenge, or simply heading into Coles to buy a participating product or make a donation," he said.

Coles Group General Manager Corporate and Indigenous Affairs Sally Fielke said Coles is proud to be a Major Partner of Movember.

"Coles is delighted to partner with Movember once again to help raise funds and awareness for men's health in our stores," she said.

"We're extremely proud to have already raised more than \$2.9m since 2010 for Movember with the support of customers, team members and suppliers. We hope that the community can continue to support this important and iconic Aussie charity in any way they can, whether that's by donating at the checkout, hosting a BBQ or simply purchasing any men's deodorant and grooming product at Coles this month."

¹ Includes Coles Grilled Burger Sauce 360g, Coles Special Cheeseburger Sauce 375ml, Coles Special Burger Sauce 360g and Coles Vegan Special Burger Sauce 365ml.

Movember Director of Partnerships and New Business Kieran Ryan said, "We're incredibly grateful for the support we receive from Coles team members and customers every year. These donations help fund vital men's health initiatives like Victoria University's 'Sons of the West' program, which is facilitated by the Western Bulldogs Community Foundation, and Movember's Ahead of the Game; a new youth mental fitness and resilience training program that's being delivered to 60,000 boys and girls in community football clubs across Australia, with the help of the AFL. These programs are only possible with your support."

In addition to raising funds for Movember, Coles is also one of the official presenting partners for the AFL and Movember's Ahead of the Game (AOTG) program. Commencing in June this year, the AOTG initiative will be the largest rollout of a mental health literacy and resilience program in youth sport globally and has already delivered 188 workshops to more than 35 community football clubs across Australia.

About Movember

Since 2003, Movember has built a global men's health movement, funding more than 1,300 projects around the world, and working to challenge the status quo to shake up men's health research and transform the way that health services reach and support men. Movember aims to take on three of the biggest health issues affecting men: prostate cancer, testicular cancer, and mental health and suicide, with unwavering determination.

Movember is a global health movement and the invitation to take part is open to everyone. Because improving men's health can have a profoundly positive impact on women, families, and society. Movember leads the charge in encouraging men to adopt healthier behaviours, challenging health systems, and confronting gender norms to reduce health inequalities and save more lives. To learn more, visit [Movember.com](https://www.movember.com) or download the Movember app.

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For media enquiries, please contact:

Coles Media Relations on (03) 9829 5250 or media.relations@coles.com.au