

# Media Release



Wednesday, 3 March 2021

## Coles Liquor sweeps in to support Clean Up Australia

Coles Liquor will this year launch its 'Drop of Good' campaign to support Clean Up Australia in its mission to clean up, fix up and conserve the environment.

Over the weekend of 6 and 7 March for Clean Up Australia Day, 25 cents from transactions\* at Liquorland, First Choice and First Choice Liquor Market stores across the country will be donated to Clean Up Australia to support volunteer action across Australia every day of the year.

Funds raised through the 'Drop of Good' campaign will contribute to the production and distribution of Clean Up kits to assist thousands of volunteers across Australia clean up local parks, beaches, rivers and outdoor spaces in their local communities.

Each Clean Up kit will include biodegradable rubbish and recycling bags, gloves, a high-vis vest and sharps container to ensure the safe disposal of waste.

In addition to fundraising in stores, Coles Liquor team members will band together to make a difference in their local community by taking part in Clean Up Australia Day — the nation's largest community-based environmental event.

Coles Liquor Chief Darren Blackhurst said the team was thrilled to step up and support Clean Up Australia to make a tangible difference in local communities.

"We are delighted to be supporting Clean Up Australia with our "Drop of Good" initiative. We play an important role in so many local communities and I am delighted our team members are getting involved, making their own pledges and will be out and about picking up litter in their local areas," he said.

"Over the past year, we have substantially reduced the amount of paper and pieces of plastic we are using in our business. I'd like to thank the whole team for their efforts in making this happen."

Coles Group has partnered with Clean Up Australia since June 2018, raising more than \$590,000 through the sale of reusable bags reusable bags designed by Aussie school kids.

The new fundraising initiative launched by Coles Liquor aligns to its strategy to actively contribute to the local community in a sustainable way.

Clean Up Australia Chairman Pip Kiernan said Coles has led a number of waste reduction initiatives over the years.

"As an active partner of Clean Up Australia, Coles has a great track-record of listening to the community about changes customers want to see to protect our precious environment," she said.

"It is wonderful to see the Drop of Good campaign being channelled to such practical and direct support of community action. Funds raised will allow us to continue to provide free Clean Up Australia materials to our thousands of volunteers across Australia all year round."

Clean Up Australia was established 30 years ago by renowned environmentalist, the late Ian Kiernan, with the first national Clean Up Australia Day taking place in 1990.

Three decades later, Clean Up Australia has evolved into an organisation that works with community, government and business 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.

\*excludes tobacco only and gift card only transactions.

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**For further information, please contact**

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