

THURSDAY, 3 NOVEMBER 2022

BROWNLOW MEDALLIST PATRICK CRIPPS JOINS COLES TO RAISE FUNDS FOR MEN'S HEALTH

Coles is harnessing the power of the Mo this Movember, with a bristly range of limited-edition products that make it easy for customers to do good for men's health.

In Australia, three out of four of suicides are men, one in five men will be diagnosed with prostate cancer in their lifetime, and testicular cancer is the most commonly diagnosed cancer in young men.

This year's AFL Brownlow Medallist and Carlton Football Club captain Patrick Cripps is getting on board with Coles and encouraging customers to give generously this month.

"Sadly, too many men in Australia face mental health challenges in their personal lives or during their career – whether it's on the sporting field, in the office or at home," he said.

"I'm proud to help shine a light on all aspects of men's health and encourage customers to show their support by raising vital funds for Movember at Coles."

During the hairy month of November, Coles and Coles Express customers will be able to purchase some fan-stache-tic Movember merchandise with a donation from each sale going directly to Movember.

Best shared with a Mo bro or Mo sister, limited-edition Movember donuts are returning to Coles supermarkets, with 10 cents from every two-pack sold donated to Movember.

Customers can also groom their Mo for a good cause by purchasing products from the Koi for Men grooming and skincare range.

For every KOi for Men product sold all year round, Coles is proud to donate 50 cents to Movember, and during the month of November, Coles will double its donation to \$1 per every Koi for Men product sold.

To raise additional funds this year Coles is also partnering with popular grooming brands and donating \$1 from the sale of every Gillette, L'Oréal, Lynx, King Domain and Brutal Truth product sold.

Coles Group General Manager Corporate and Indigenous Affairs Sally Fielke said the past couple of years have been a challenge for everyone, so there has never been a more important time for Coles to support men's health through Movember.

"Movember does fantastic work bringing the community together to support men's health. This year we're providing more ways for customers to get behind this cause and help raise awareness. Regardless of how customers choose to get involved, every dollar counts," she said.

Movember APAC Country Director Rachel Carr said, "We're so incredibly grateful for the support we receive from Coles team members and customers every single year. Their generous donations allow us to tackle some of the most complex health issues facing men today – prostate cancer, testicular cancer, mental health, and suicide. Every donation - no matter how big or small - is lifesaving and life-changing."

Customers can also raise funds when filling up at Coles Express, with a donation from participating products donated to Movember.

At Liquorland, First Choice Liquor Market and Vintage Cellars stores, Coles will donate 50 cents from every bottle of Choosy Beggars wine sold to support the cause.

Customers can also donate to Movember at all Coles supermarkets and Coles Express sites throughout November.

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 or download the Movember app.

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For further information, please contact

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

COLES SUPERMARKETS PARTICIPATING DONATION PRODUCTS
Coles Moustache-shaped Donuts 2 pack
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
Movember merchandise featuring caps, can coolers, drink bottles, and travel mugs
Men's grooming brands including L'Oreal, Brutal Truth, Gillette, Kings Domain and Lynx
COLES EXPRESS PARTICIPATING DONATION PRODUCTS
Movember merchandise featuring caps, can coolers, drink bottles, and travel mugs
Selected Pacific Optics sunglasses sold at Coles Express
Combo Deals - Customers who purchase any two selected items will attract a \$1 Movember donation (including selected items from Coca-Cola, Four 'N Twenty, Remedy Kombucha, Coles Express Urban Coffee Culture coffee and Coles Express Banana bread)
COLES LIQUOR PARTICIPATING DONATION PRODUCTS
Choosy Beggars Wine varieties