

Media Release

coles | Value the Australian way

Thursday, 4 February 2021

Coles launches state-wide appeal to support Wooroloo fire relief fund

\$100K cash donation from Coles to kick off appeal

Coles will kickstart a state-wide fundraising campaign to support bushfire-affected residents in Wooroloo and the Hills tomorrow with a \$100,000 cash donation to the Lord Mayor's Distress Relief Fund.

From tomorrow, Coles customers will be able to help communities affected by the Wooroloo and Hills fires by making a donation to support the Lord Mayor's Distress Relief Fund at any Coles supermarkets, Coles Express store or Coles liquor store in Western Australia.

Coles State General Manager Pat Zanetti said the Coles team was passionate about supporting the local community at such a difficult time.

"Like all West Australians, we're devastated about the fires in the Perth Hills and our hearts go out to all those who are affected," he said.

"This week, our store teams have been doing what we can by donating pallets of water, food and toiletries to the Rapid Response team at Swan View to support evacuees."

"But we want to do more to help our community and will donate \$100,000 to the Lord Mayor's Distress Relief Fund to commence a fundraising appeal at more than 300 Coles Group stores across the state tomorrow."

Perth Lord Mayor Basil Zempilas welcomed Coles' donation and fundraising appeal.

"This is an incredibly generous contribution from Coles and we thank them for this donation as well as the ongoing distribution of water, food and toiletries to those affected by these devastating fires," the Lord Mayor said.

"The Lord Mayor's Distress Relief Fund is another example of what Western Australians do best - that is helping their fellow Western Australians in their hour of need."

To support the Lord Mayor's Distress Relief Fund, customers can donate any amount they choose at any Coles supermarket, Coles Express store, Liquorland, First Choice Liquor Market or Vintage Cellars store across Western Australia.

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For further information, please contact

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