

# Media Release

**coles** | Value the Australian way

**Monday, 4 July 2022**

## **Coles paints the town purple to raise money for Indigenous health**

Coles supermarkets and Coles Express sites across the Northern Territory and selected regional stores in WA will be painting the town purple this NAIDOC Week to raise funds for Purple House.

Western Desert Nganampa Walytja Palyantjaku Tjutaku Aboriginal Corporation, better known as Purple House, is an innovative First Nations owned and run not-for-profit health service.

The campaign was officially launched today at Coles Darwin CBD with Hon Natasha Fyles, Chief Minister of the Northern Territory, Purple House and local First Nations performers.

From today until Sunday, 10 July, Coles will donate \$1 to Purple House for every customer who dons the colour purple during their shop or fuel stop at participating Coles supermarkets and Coles Express sites in WA and the NT.

Customers can also purchase a \$2 donation card at the checkout with all funds raised going to help support Purple House's Return to Country program.

Purple House CEO Sarah Brown said the fundraising campaign will help make a difference to First Nations people who are living with chronic kidney disease.

"It means so much to our patients that Coles team members and customers across the Northern Territory and selected areas in regional WA want to support us," she said.

"The money raised will help dialysis patients who are forced far from home for treatment, to get back on country for important cultural business and precious time with family."

Coles NT Regional Manager Daniel Clegg said the teams across the Territory were extremely proud to continue raising funds for Purple House.

"Coles in the NT have been supporting Purple House over the past 3 years and we're delighted to continue again this NAIDOC Week," he said.

"This year's theme for NAIDOC Week is 'Get Up, Stand Up, Show Up' and that's what we'll be doing for Purple House by switching our red polos for purple, spreading awareness and raising money with fun in-store activities for team and customers."

It will be the first time that selected stores in WA will join in the fundraiser. Coles Regional Manager Gerry McCann said his team was excited to help raise funds and awareness for the cause.



**Hon Natasha Fyles, Chief Minister of the Northern Territory (centre) at the launch of the 2022 Purple House fundraising campaign at Coles Darwin CBD**

"The stores in my region were really keen to get involved this year after hearing about all the great work Purple House was doing to support First Nations people and we can't wait to show our support this NAIDOC Week," he said.

Purple House provides dialysis on country in 19 remote communities across the NT, WA and SA. Over the past year they have delivered over 10,000 remote dialysis treatments and supported more than 300 patients across its services.

Coles is recognised as one of the largest private sector employers of First Nations people and has engaged with more than 50 First Nations businesses in the last financial year as part of Coles' Aboriginal and Torres Strait Islander plan.

**Participating stores in the Coles Purple House 2022 fundraising campaign**

Coles Supermarkets	Coles Express
<p><b>Northern Territory:</b></p> <ul style="list-style-type: none"> <li>• Oasis</li> <li>• Casuarina</li> <li>• Alice Springs</li> <li>• Palmerston</li> <li>• Darwin</li> <li>• Northlakes</li> <li>• Coolalinga</li> <li>• Bradshaw Terrace (Casuarina)</li> </ul> <p><b>Western Australia:</b></p> <ul style="list-style-type: none"> <li>• Kalgoorlie</li> <li>• Karratha</li> <li>• Chinatown (Broome)</li> <li>• Kununurra</li> <li>• Tom Price</li> <li>• Geraldton</li> <li>• Albany</li> <li>• South Hedland</li> <li>• Albany Orana</li> </ul>	<p><b>Northern Territory:</b></p> <ul style="list-style-type: none"> <li>• Coolalinga</li> <li>• Alice Springs Gap Rd</li> <li>• Alice Springs Mt Gillen</li> <li>• Alice Springs Truck Stop</li> <li>• Katherine</li> <li>• Darwin City</li> <li>• Casuarina</li> <li>• Palmerston</li> <li>• Fairway Waters</li> <li>• Nightcliff</li> </ul> <p><b>Western Australia:</b></p> <ul style="list-style-type: none"> <li>• Karratha Travel &amp; Truck</li> <li>• Albany Orana</li> <li>• Tom Price</li> <li>• Karratha</li> <li>• Port Hedland</li> <li>• Broome</li> <li>• Kununurra Roadhouse</li> <li>• South Hedland Roadhouse</li> <li>• Boulder</li> </ul>

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**For further information, please contact**

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