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AUSSIES ENCOURAGED TO EAT MORE PORK TO HELP FIGHT MND **Coles and Aussie farmers donating money for worthy cause**

Bec Daniher, the daughter of AFL legend Neale Daniher, will take her dad's fight against motor neurone disease to the supermarket aisles today as she kicks off a new national campaign at Coles.

From today, Coles will donate 10 cents from the sale of each pack of fresh pork at every supermarket across the country to raise funds for the aggressive, neurological disease.

The ten cent donation applies to around 40 different types of packs of Coles Brand pork - from spare ribs, sirloin steak, scotch fillet, loin chops, roasts, schnitzel, cutlets and mince.

In addition to Coles' donation, Coles' Aussie pork farmers will also donate to the FightMND foundation during the appeal, which runs until June 16.

The appeal coincides with The Big Freeze – a series of AFL games around the country instigated in 2015 to raise funds to fund research to find a cure for the disease.

Statistics show that across the country every day, at least two Australians die of MND and two people are diagnosed with the debilitating illness.

FightMND's Campaign Director, Bec Daniher says the support of Coles and the Aussie pork farmers is incredibly important to the fight against MND and the continued pursuit to discover effective treatments and a cure for the disease.

"Having Coles and Aussie pork farmers rally behind us to get the message out about the fight against MND is making an impact. We are fighting back, we are starting to land some blows and with the public's help, we know we will find an answer.

"The significant contribution is helping to continue to fund vital research projects in the hopes to find treatment and cure for Motor Neurone Disease."

Coles Chief Operating Officer, Greg Davis says he expects customers will embrace the opportunity to support MND by buying pork during the appeal.

"We're delighted to band together with our pork farmers to take the fight against MND to the supermarket aisles. Customers can buy Coles Brand fresh pork during the appeal knowing they will be contributing to a very worthy cause."



Pork producers Kimberley and Ashley with Bec Daniher

For further information, please contact Media relations at Coles on 03 9829 5205