

WEDNESDAY, 8 AUGUST

MORE HELP FOR AUSSIE FARMERS

Coles to match customer donations all this month for farmers facing drought

Coles has pledged to match dollar-for-dollar every donation by Coles' customers for the entire month of August to help farming communities doing it tough due to drought conditions.

The combined donations raised at checkouts and matched by Coles will be provided to the Country Women's Association to support drought-affected families, to help cover household expenses such as school expenses and food, medical, electricity and water bills.

The matching donation for the full month of August will be in addition to the \$5 million already pledged in grants or interest-free loans from the Coles Nurture Fund for farmers who have a project which will help them to combat drought in the future.

Coles Managing Director John Durkan said: "We know our customers want to do more to support families affected by drought. For every donation no matter how big or small, our customers can be assured they will be making a difference to the rural communities experiencing hardship and distress."

Coles' support for drought-affected farming communities now involves:

- A fundraising appeal for CWA's drought relief efforts whereby Coles will match all customer donations at any Coles checkout across Australia;
- \$5 million in grants or interest-free loans from the Coles Nurture Fund for farmers who have a project which will help them to combat drought in the future; and
- Coles is supporting its grass-fed beef suppliers by buying their livestock as grain-fed beef if the farmers have been forced to feed grain to their cattle during the drought.