

9 September 2020

## TELETHON HERO SCOTT GUERINI URGES CUSTOMERS TO DIG DEEP

*Coles launches Telethon fundraising appeal featuring donations cards by budding young artist*

Telethon's 'youngest' 'biggest' fundraiser Scott Guerini has gone one better this year, using his artistic skills to help support sick WA kids and their families by designing four Telethon donation cards launching today at all Coles supermarkets across WA.

Scott helped Coles to raise over \$370,000 for Telethon in 2019 and has set a lofty goal to beat last year's total by featuring drawings from the Telethon Kids Institute, VisAbility, Superfins and Redkite – four charities that provide essential support, services and research for sick WA kids.

Fourteen-year-old Scott is a young Telethon hero in his own right, having raised more than \$180,000 for Telethon since age four by writing books, designing t-shirts and walking marathons for the important cause.

Scott said that even in such an uncertain year it was essential to continue to support WA's most vulnerable kids and that he would still push ahead with his planned 50km Treadmill Challenge for Telethon.

"This year has been unlike any other but it's still just as important to aim high and help out where you can. I hope that the sales of these cards can inspire other young people like me to aim high and make a difference," the Alkimos resident said.

"It was great go on a tour of the Telethon Kids Institute to look at their 3D-camera used for research and see how my fundraising had helped them out.

"I live by the motto, 'It's easy to make a difference, what can you do?' so I really encourage everyone to get down to their nearest Coles supermarket and purchase a card so we can continue our work."

Coles WA General Manager Pat Zanetti said Scott's donation cards has been so successful that the team was delighted to offer him the opportunity to design four more cards.

"Scott is such an outstanding young member of the West Australian community -- having personally raised such a large amount of money at such a young age is an amazing achievement," Mr Zanetti said.

"Last years' cards set a new fundraising record and we are pleased to be able to support Scott to go one better this year.

"We look forward to seeing these cards fly off the shelves at our WA checkouts."

The cards are available for \$2 and \$5 until Sunday October 25<sup>th</sup> at all 96 WA Coles supermarkets, with all proceeds going to Telethon to help support local families experiencing hardship.

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**For more information, please contact:**

Callum Griffin at Coles on 0435 323 339 or [callum.griffin@coles.com.au](mailto:callum.griffin@coles.com.au)  
Meg David at Hunter Communications on 0432781515 or [meg@huntercomms.com.au](mailto:meg@huntercomms.com.au)