

Media Release



Wednesday, 10 March 2021

Coles Liquor fundraising provides clean up kits for thousands of volunteers

Thousands of volunteers across Australia will receive kits to clean up their local parks, beaches, rivers and outdoor spaces in their local community thanks to one of the most successful fundraising campaigns ever conducted by Coles Liquor.

In just two days, Coles Liquor raised more than \$125,000 to support Clean Up Australia in its mission to clean up, fix up and conserve the environment.

Over the weekend of 6–7 March, 25 cents from transactions* at Liquorland, First Choice and First Choice Liquor Market stores across the country was donated to Clean Up Australia to support volunteer action across Australia every day of the year.

The funds were raised through the Coles Liquor team's 'Drop of Good' campaign and will fund Clean Up kits which include biodegradable rubbish and recycling bags, gloves and a high-vis vest.

Coles Liquor General Manager Operations Steve Hugginson said the team was thrilled with the fundraising effort and the difference it will make in local communities across the country.

"This is the first time we've supported Clean Up Australia through our 'Drop of Good' campaign and we're grateful to our customers and team members for helping us to raise an incredible \$125,149 in just one weekend," he said.

"We were delighted to see our team members get involved too and band together to make a difference in their own communities by taking part in Clean Up Australia Day and picking up litter in their local area.

"We'd like to thank everyone involved for taking time out of their weekends and participating in what is the nation's largest community-based environmental event."

The 'Drop of Good' fundraising initiative aligns to Coles Liquor's strategy to actively contribute to the local community in a sustainable way.

Clean Up Australia Chairman Pip Kiernan said: "It is wonderful to see the 'Drop of Good' campaign being channelled to such practical and direct support of community action. The funds raised over the weekend help us to continue to provide free Clean Up Australia materials to our thousands of volunteers across Australia all year round."

"It was exciting to see Coles Liquor teams Step Up across the country – a clear demonstration that they understand what being part of a community is all about."

"We know our waste problems won't be solved in one day, which is why thousands of Aussies make every day a Clean Up Day by revisiting their favourite locations to keep them clean throughout the year."

Clean Up Australia was established 30 years ago by renowned environmentalist, the late Ian Kiernan AO, with the first national Clean Up Australia Day taking place in 1990.

Three decades later, Clean Up Australia has evolved into an organisation that works with community, government and business to provide practical solutions to help all Australians live more sustainably every day of the year. Today the organisation's focus is as much on preventing rubbish entering our environment as it is removing what has already accumulated.

Since June 2018, Coles Group has raised more than \$590,000 for Clean Up Australia through the sale of reusable bags reusable bags designed by Aussie school kids.

* tobacco only and gift card only transactions were excluded.

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For further information, please contact

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