

Media Release

Wednesday, 10 April 2024

COLES FUNDRAISING APPEAL FULL OF PASTA-BILITIES FOR SICK KIDS

Coles today launched a national fundraising campaign with Hospitals United for Sick Kids to help children in hospitals get home to the things they miss.

Funds raised will help support projects and initiatives delivered by one of eight hospitals, foundations and paediatric services that Hospitals United for Sick Kids partners with nationally. These initiatives include purchasing state of the art medical equipment, upgrading kids' spaces in hospitals and expanding 'Hospital in the Home' services.

From today until Tuesday, 23 April, Coles will donate 50 cents from every Cucina Matese pasta variety product sold in Coles supermarkets across Australia and on Coles Online to Hospitals United for Sick Kids to a maximum of \$150,000.¹ The donation from the sales of Cucina Matese pasta is in addition to Coles' ongoing support to Hospitals United for Sick Kids through its Mum's Sause range where year-round 50 cents from every Mum's Sause pasta and pizza sauce sold goes to the charity. Customers can also support the cause by purchasing a \$2 donation card at the checkout during the two-week campaign.

Coles ambassador Michael Weldon, who helped create the range of Mum's Sause pasta and pizza sauces, encouraged customers to get behind the cause.

"The Mum's Sause range is particularly close to my heart and one that I'm incredibly proud to have been a part of from the beginning," he said.

"My big sister spent more time in hospital than at home for the first ten years of her life and our family pretty much lived in a hospital for six months while she had a transplant. That's why I jumped at the chance to help develop Mum's Sause - a product which not only raises vital funds for hospitals but also helps families create a simple and delicious home cooked pasta dish."

With no added sugar, artificial colours or flavours, Mum's Sause has not only become a staple in many pantries across Australia since it was launched in 2019 but has also helped to raise more than \$7 million for Hospitals United for Sick Kids.

Coles Group General Manager Corporate & Indigenous Affairs Sally Fielke said Coles is proud of its community partnership with Hospitals United for Sick Kids.

"Coles is delighted to have partnered with Hospitals United for Sick Kids for over five years to help support sick kids and their families in their time of need," she said.

"Many of our team members across Australia have a personal connection to this cause, having had children, family or friends pass through the doors of a children's hospital or just wanting to make a difference to help

¹ Applies to Cucina Matese pasta varieties only (Cucina Matese Gluten Free Pasta 350g, Cucina Matese Pasta 500g, Cucina Matese Premium 500g, Cucina Matese Egg Pasta 250g and Cucina Matese Lasagne 250g). 50c donation applies to purchases made in-store or via Coles Online between 10 to 23 April 2024.

sick kids in their local community."

Hospitals United for Sick Kids Chief Executive Officer Nicky Bowie said the campaign at Coles provides an easy way for people to support important initiatives which help sick kids and their families.

"This year's fundraising campaign at Coles enables more Australians to support Hospitals United for Sick Kids by making small changes to their shopping, like choosing a Mum's Sause pizza sauce or a Cucina Matese pasta," she said.

"The projects funded through this year's fundraising efforts will help support thousands of families across Australia and we hope customers can get behind their local initiatives by purchasing a participating pasta product, Mum's Sause or a \$2 donation card."

Funds raised in this year's Hospitals United for Sick Kids campaign will help support an alliance partner in the state or territory where the Cucina Matese pasta product, Mum's Sause or donation card was purchased.² Specifically, funds raised in this year's appeal will help support:

- **The Common Good (an initiative of The Prince Charles Hospital Foundation)** in Queensland to purchase a paediatric ultrasound machine at Brisbane's The Prince Charles Hospital along with sensory play equipment to support neurodivergent children presenting to Caboolture Hospital.
- **Sydney Children's Hospitals Foundation** to fund a food service dietician position to help inpatients across the Sydney Children's Hospitals Network. This initiative will help make the meal experience for kids in hospital more about choice, elevating both the hospital experience, and their care and recovery.
- **John Hunter Children's Hospital** in Newcastle to fund a Regional Paediatric Virtual Care service across areas such as Tamworth, Manning, Maitland and Armidale. The digital service will allow children to receive consultations, nursing care, antibiotic and intervention therapies in the comfort of their own homes.
- **Perth Children's Hospital Foundation** in WA to boost the transformation of the Waalbiirninny Waabiny Boodja nature-space outside Perth Children's Hospital, a place where patients and families can access the healing power of nature, to support wellbeing and assist recovery rates.
- **Canberra Hospital Foundation** to support a groundbreaking initiative aimed at enhancing paediatric care, ensuring specialised support for young patients.
- **Monash Children's Hospital** in Victoria to enhance its Hospital at Home program. Funds raised will help support changes to the way the program is delivered so that more children and families can access this vital program aimed at reducing admissions and time spent in hospital.
- **Women's & Children's Hospital Foundation** in South Australia to continue the rollout of its 'Cocoon Program,' for medically vulnerable babies from SA and the NT who are in, or at risk of entering, foster care.
- **The Royal Hobart Hospital Women's and Children's Services** in Tasmania to further expand their 'Improving Procedures in Paediatrics' project, aimed at increasing awareness and understanding of what is involved in procedures before they happen among patients and their families.

Coles suppliers Swisse Wellness and Arnott's will also be supporting the campaign and will donate 50 cents to Hospitals United for Sick Kids when customers purchase any Swisse Vitamins product (to a maximum of \$60,000) and Arnott's Tiny Teddy Biscuits Variety 15 pack or Arnott's Shapes Variety Pack Biscuits 15 pack (to a maximum of \$35,000) at Coles supermarkets or Coles Online between Wednesday, 10 April to Tuesday, 23 April 2024.

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For media enquiries, please contact Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

² Exceptions are Coles supermarkets in Deniliquin, Lavington and Albury in NSW where funds are directed to Victoria, and Broken Hill (NSW) and NT where funds are directed to South Australia.