

MEDIA RELEASE

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BIG FREEZE BEANIES RETURN TO COLES

The iconic FightMND blue beanie is returning to Coles Supermarkets and Coles Express shelves this month to help continue the fight against Motor Neurone Disease (MND).

The Big Freeze 8 beanie, revealed today at the MCG with FightMND founder and AFL legend, Neale Daniher, is now available for \$25 at more than 1,300 Coles supermarkets and Coles Express stores¹ across Australia.

In addition to buying a beanie, shoppers can also support the cause by buying a specially marked Australian pork product from today until Tuesday, 21 June, with 10 cents from the sale of each Coles Brand Australian pork product and 20 cents from the sale of each Coles Free Range Pork product from the meat and dairy departments being donated to the Big Freeze 8 campaign.

All funds raised at Coles will be directed to FightMND and will be invested in cutting-edge research projects focused on fast-tracking new MND treatments and driving discoveries towards a cure.

Coles Chief Operations Officer Matt Swindells said the cause has struck a chord with Coles team members and customers across Australia.

"Coles has been a proud partner of FightMND for the past five years and we're delighted to once again support this important cause with the help of our customers, pork farmers and team members," he said.

"With an average of two Australians diagnosed with MND every day, it's a cause that has been very close to many of our customers and team members. That's why we're incredibly proud to be a part of the FightMND Army and to help make a genuine difference to the people and families impacted by this horrible disease."

"We hope our customers will continue to support FightMND by putting a Big Freeze 8 beanie or a Coles Brand Australian pork product into their shopping basket during the appeal."

FightMND Patron and founder Neale Daniher AO, who was diagnosed with Motor Neurone Disease in 2014, urged all Australians to help lead the fight against this Beast of a disease.

"As the beast takes away my ability to be the voice of this fight, this year, more than ever, I'm calling on all Australians to come together, play on and help lead the fight against MND – with actions, not words," he said.

"MND is relentless but so are we. By proudly wearing a Big Freeze Beanie, you're joining an unstoppable army, united in their determination to fight back and marching as one towards a cure."

"Together I know we can defeat this Beast. It's time to *Beanie On, Play On.*"

¹ FightMND beanies are available at Coles supermarkets until Tuesday, 21 June and at Coles Express stores until Wednesday, 29 June. Beanies can also be purchased at Coles Online whilst stocks last.

The six-week campaign will culminate with a huge celebration on the Queen's Birthday public holiday (13 June) at the annual Big Freeze match between AFL powerhouses Collingwood and Melbourne at the MCG.

The celebration will include the much-loved celebrity slide, a yet-to-be-announced global musical act and see the return of the March to the G' for the first time since 2019.

Last year's Big Freeze 7 campaign was Coles' single biggest fundraising event ever, with more than \$6.7 million raised in just six weeks and taking the total funds raised for FightMND to over \$12.8 million since 2018.

For further information, please contact:

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