

# Media Release

coles | Value the Australian way

Friday, 11 November 2022

## GOLDEN STARS RETURN TO GRASSROOTS TO INSPIRE NEXT GEN

Australia's track and field stars will make a return to grassroots Little Athletics centres over the next two weeks to inspire the next generation of Aussie athletes.

Australian hurdles legend **Sally Pearson**, dual World Champion **Jaryd Clifford**, 2018 Commonwealth Games high jump champion **Brandon Starc** and 2022 Commonwealth Games<sup>1</sup> gold medallists, **Kelsey-Lee Barber**, **Matthew Denny** and **Nina Kennedy**, along with Little Athletics ambassadors will visit 45 regional and metro Little Athletics centres across Australia to share their training tips with aspiring athletes.

The appearances are part of Little Athletics Australia's Coles Community Round where kids and families participate in Coles-inspired activities such as banana relays, shopping basket races and Little Athletics' version of 'fashions on the field.'

Coles Ambassador and triple Tokyo Paralympics<sup>2</sup> medallist Jaryd Clifford said he was looking forward to visiting local Little Athletics centres for Coles Community Round.

"It didn't seem that long ago that I was doing Little Athletics myself, and I still remember the Australian athletes who took the time out to visit my centre. It was always so exciting and inspirational, and I hope to be able to provide that same buzz to the little athletes I see this weekend," he said.

This year's Coles Community Round coincides with Coles' commitment to Little Athletics Australia for a further three seasons.

Coles General Manager Corporate Affairs & Indigenous Affairs Sally Fielke said Coles is delighted to continue its support of grassroots sport and provide opportunities for kids to lead healthier, happier lives.

"Little Athletics is at the heart of communities across Australia and inspires kids to keep active and stay healthy. That's why we're delighted to extend our support for Little Athletics Australia to 2025," she said.

"Since our partnership began in 2017, Coles has been extremely proud to have donated more than 3.7 million bananas and distributed over \$2.2 million in sports equipment grants to grassroots Little Athletics centres to support young kids and volunteers across Australia."

"Coles Community Round has become one of the highlights of our partnership and our team members love getting involved in their local community by cooking BBQs, raking long jump pits and helping across the events."

Coles Little Athletics Australia CEO Myles Forman said Coles Community Round has become a feature of the Little Athletics calendar since it was first introduced two years ago.

"Coles Community Round has been very popular with our centres over the past two years and this season we've had over 200 centres pre-register to host an event," he said.

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<sup>1,2</sup> **DISCLAIMER:** Coles is not a sponsor and does not provide sponsorship-like support to the Commonwealth Games Federation, the Birmingham 2022 Commonwealth Games or the International Paralympic Committee

"The round really brings out the 'fun' in our 'fun, family and fitness' motto and it's great to see centres get behind the Coles theme with food, costumes, and different types of activities for the day."

"We're also excited to have Coles' ongoing support of Little Athletics until 2025. We look forward to continuing to partner with Coles to make Little Athletics accessible and enjoyable for kids, volunteers and families across Australia."

Coles Community Round is held over 14 days from Wednesday, 9 November to Tuesday, 22 November.

The Coles and Little Athletics Australia Ambassadors who will be making appearances at local centres during Coles Community Round are:

<b>Little Athletics Centre</b>	<b>Athlete</b>	<b>Date of appearance</b>
<b>ACT</b>		
Calwell	Jaryd Clifford	Saturday, 12 November
Lanyon	Jaryd Clifford	Saturday, 12 November
Corroboree	Emelia Surch	Saturday, 12 November
Woden	Emelia Surch	Saturday, 12 November
<b>New South Wales</b>		
Blacktown	Brandon Starc	Friday, 11 November
Cranebrook	Brandon Starc	Friday, 11 November
Ballina inc. Northern Rivers centres	Sally Pearson	Saturday, 12 November
Balmain	Brandon Starc	Saturday, 12 November
Adamstown New Lambton	Brandon Starc	Friday, 18 November
Macquarie Hunter	Brandon Starc	Friday, 18 November
Raymond Terrace	Brandon Starc	Saturday, 19 November
<b>Queensland</b>		
Strathpine Spitfires	Matthew Denny	Friday, 11 November
Deception Bay	Matthew Denny	Friday, 11 November
Bribie District	Corey Anderson	Friday, 11 November
Mt Gravatt	Taneille Crase	Saturday, 12 November
Sunnybank	Taneille Crase	Saturday, 12 November
Bracken Ridge	Kelsey-Lee Barber	Friday, 18 November
Redcliffe	Kelsey-Lee Barber	Friday, 18 November
Tweed	Sally Pearson	Saturday, 19 November
Ashmore	Sally Pearson	Saturday, 19 November
<b>South Australia</b>		
Strathalbyn & Districts	Corey Anderson	Friday, 18 November
South Coast	Corey Anderson	Friday, 18 November
Woodville	Corey Anderson	Saturday, 19 November
Salisbury	Corey Anderson	Saturday, 19 November
Ingle Farm	Nina Kennedy	Sunday, 20 November
Enfield	Nina Kennedy	Sunday, 20 November
Gawler	Nina Kennedy	Sunday, 20 November
<b>Victoria</b>		
Mentone	Jaryd Clifford	Friday, 11 November
Springvale	Richard Colman	Friday, 11 November
Sandringham	Kelsey-Lee Barber	Saturday, 12 November

Mornington (with Frankston)	Kelsey-Lee Barber	Saturday, 12 November
Geelong	Matthew Denny	Saturday, 19 November
Corio	Matthew Denny	Saturday, 19 November
Bacchus Marsh	Matthew Denny	Saturday, 19 November
South Melbourne Districts	Taneille Crase	Sunday, 20 November
Melton City	Taneille Crase	Sunday, 20 November
<b>Tasmania</b>		
Clarence	Taneille Crase	Saturday, 19 November
Hobart Districts	Taneille Crase	Saturday, 19 November
Huon Valley	Taneille Crase	Saturday, 19 November
<b>Western Australia</b>		
Melville Roar	Nina Kennedy	Saturday, 12 November
Inglewood	Nina Kennedy	Saturday, 12 November
Joondalup	Sophie White	Saturday, 12 November
Ridgewood	Sophie White	Saturday, 12 November
Dale	Sophie White	Saturday, 19 November
Cockburn	Sophie White	Saturday, 19 November

*\*Athlete appearances are correct as of Thursday, 10 November 2022, however all athlete visits listed are subject to change if affected by weather, COVID, illness or travel.*



*Dual World Champion and Coles Ambassador Jaryd Clifford (centre) and kids get set for Coles Community Round*

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**For further information, please contact**

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