

Media Release

coles | Value the Australian way

Wednesday, 15 March 2023

COLES TEAMS UP WITH CURING HOMESICKNESS TO RAISE FUNDS FOR CHILDREN'S HOSPITALS

Coles today launched its annual fundraising appeal with **Curing Homesickness** to help sick kids in hospitals across Australia.

Curing Homesickness is a national initiative which raises funds to support children's hospitals, foundations and paediatric services. Funds raised from today until Tuesday, 28 March at Coles supermarkets will help Curing Homesickness hospital partners across Australia.

Some of the innovative activities that will benefit from funds raised in this year's appeal include an at-home sleep assessment trial for kids with sleeping disorders, the 'Cocoon Program' for medically vulnerable babies in foster care, and medical equipment such as specialised infant warmer and incubator beds.

Shoppers can support the initiatives by purchasing a \$2 donation card at the checkout or by making a donation of their choice at a Coles supermarket or via Coles Online. Additionally, customers can pick up a specially-marked Mum's Sause pasta or pizza sauce, with fifty cents from each product sold year-round going to the cause.

Coles Group General Manager Corporate & Indigenous Affairs Sally Fielke said Coles is proud to continue its support for Curing Homesickness to help sick kids in Aussie hospitals.

"Coles is focused on supporting Australians to live healthier, happier lives and our partnership with Curing Homesickness is just one way we are doing that," she said.

"Together with our customers, Coles has already raised more than \$5 million for Curing Homesickness to help support a range of innovative and vital treatments, research and technology in children's hospitals across Australia."

"There are a number of important initiatives that will be funded from this year's appeal to help support sick kids across Australia, and we encourage our customers to get behind this great cause."

Curing Homesickness General Manager Nicky Bowie also encouraged shoppers to support the appeal.

"We are incredibly grateful for the generosity of Coles shoppers and team members who have supported our cause for the past four years. Funds raised have already had a significant impact on the lives of thousands of medically vulnerable babies, sick and injured kids across Australia," she said.

"This year, we are asking for your support once again. By purchasing a \$2 donation card or a Mum's Sause product you will be contributing towards improving the lives of sick kids, reducing the time they need to spend in hospital and letting them simply be kids for longer."

Funds raised in this year's Coles Curing Homesickness appeal will be distributed to:

- **Perth Children's Hospital Foundation** in WA to help fund innovative therapy, equipment and technology for children living with physical disabilities and chronic health conditions;
- **The Common Good** in Queensland, which will use funds to purchase vital equipment such as specialised infant warmer and incubator beds for the children's ward at The Prince Charles Hospital and the Children's Emergency Departments, and virtual reality goggles for Caboolture Hospital's Paediatrics Ward;
- **Women's & Children's Hospital Foundation** in SA to help fund its 'Cocoon Program,' a dedicated clinic being run for babies under the age of 12 months who are both medically vulnerable and in foster care, or at risk of entering foster care. This program also supports children from the NT;
- **Sydney Children's Hospitals Foundation** to help expand its virtualKIDS service, Australia's first paediatric-specific virtual hospital, as well as a new research project to transform the use of telehealth for children with disabilities;
- **John Hunter Children's Hospital** to help provide improved health outcomes for children with sleep disorders in NSW's New England and Hunter region through the development of a home sleep diagnostic assessment and oximetry testing program;
- **Canberra Hospital Foundation** to help establish a Play Therapy in Palliative Care Program for children receiving palliative care as well as their siblings and families;
- **Monash Children's Hospital** in Victoria, which will use funds to further expand its Hospital at Home program that provides in-home and community-based nursing services for infants and children with ongoing, complex medical needs; and
- **The Royal Hobart Hospital Women's and Children's Services** in Tasmania to implement their 'Improving Procedures' project, a series of interactive stories and videos on preparing children for coming to hospital and what to expect when they get there.

The Coles Curing Homesickness donation cards will be available at Coles supermarkets nationally from Wednesday, 15 March to Tuesday, 28 March.

For more information about Curing Homesickness, visit www.curinghomesickness.org.

-ends-

For media enquiries, please contact:

Coles Media Relations on (03) 9829 5250 or media.relations@coles.com.au