

Media Release

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Thursday, 15 April 2021

COLES LAUNCHES FUNDRAISING APPEAL IN WAKE OF CYCLONE Essential supplies and 300 care packs donated to affected residents in Mid-West

Coles is providing much-needed support to cyclone-affected towns in the Mid-West, donating essential supplies to evacuees at the QEII Community Centre in Geraldton.

Along with pallets of water, long life milk and food items, Coles is distributing 300 Coles care packages with essential supplies such as bottled water, bread, spreads, toiletries and snacks to residents in hard-hit areas like Kalbarri and Geraldton.

Coles will also launch a state-wide fundraising appeal to support the cyclone-affected residents at all supermarkets this week.

From tomorrow, Coles customers will be able to help communities affected by Cyclone Seroja by making a donation to support the Lord Mayor's Distress Relief Fund at any Coles supermarket in Western Australia.

Coles Assistant State Manager Jade Whitson said the Coles team was passionate about supporting the local community in such a difficult time.

"It is devastating to see the damage caused to towns in the Mid-West and our thoughts are with all those who have been affected by the cyclone," he said.

"Our team across Western Australia has come together to donate pallets of water, food and toiletries to evacuees in Geraldton and Kalbarri.

"We want to help in any way we can so we'll be launching a fundraising appeal for the Lord Mayor's Distress Relief Fund at more than 90 Coles supermarkets across the state from tomorrow."

Lord Mayor Distress Relief Fund Board Chair and City of Perth Lord Mayor Basil Zempilas thanked Coles for launching the fundraising appeal.

"The support received from Coles during the Wooroloo District Fires Appeal was terrific, and to have them on board supporting the Lord Mayor's Distress Relief Fund for Tropical Cyclone Seroja will have a huge impact on cyclone-affected residents and communities.

"I encourage all Western Australians to dig deep and support the appeal, together we can make a real difference to the lives of our fellow Western Australians in their time of need," Lord Mayor Basil Zempilas said.

To support the Lord Mayor's Distress Relief Fund, customers can donate any amount of their choice at any Coles supermarket across Western Australia.

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For further information, please contact

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