

Media Release

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COLES AMBASSADOR EDDIE BETTS HELPS KIDS KICK GOALS IN THE NT WITH THE COLES HEALTHY KICKS PROGRAM

Following his stellar career as an AFL player, Coles ambassador Eddie Betts is imparting his knowledge and skills onto the younger generation with the Coles Healthy Kicks program.

Created to inspire young Aussies to enjoy healthy and happy lifestyles, the Healthy Kicks program works on a four-quarter model including healthy body, healthy mind, healthy food, and healthy team.

Eddie will help deliver and tailor the Coles Healthy Kicks program to communities across Australia to help educate and motivate children aged between six and twelve to become more physically active, eat nutritious food and develop a healthy body and mind while having fun with others.

Speaking at a Healthy Kicks kids clinic in Palmerston NT, Eddie said he was proud to continue his work with Coles and inspire children to embrace an active and healthy lifestyle.

"I'm pleased to be partnering with Coles as they foster my programs and what I want to achieve in communities all throughout Australia. Coles being a national brand gives me the reach I wouldn't otherwise have, and support my goals in inspiring Aboriginal kids around Australia to be the best they can be," Eddie said.

Coles Chief Marketing Officer Lisa Ronson said she is thrilled to have Eddie as an official member of the Coles team in his retirement from AFL and as a passionate advocate for the Healthy Kicks program.

"We know that Eddie has a unique ability to truly motivate our team, our customers and our suppliers to make a real difference to the communities in which we live and work," Lisa said.

"We are proud to be one of Australia's largest private-sector employers of Aboriginal and Torres Strait Islander peoples and we know that Eddie will help us raise awareness and address the issues our Indigenous team and customers face in their communities."

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For further information, please contact

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