

Media Release

coles | Value the Australian way

Monday, 19 September 2022

GUIDE DOGS RECOGNISE COLES' TOP DOGS

Guide Dogs Australia has today revealed Coles' "top dogs" with Coles Mackay in Queensland taking out the honour of having the top fundraising coin Collection Dog in the country.

The much loved and iconic Collection Dog at Coles might not bark or move but it's been changing lives one coin at a time with the help of shoppers by raising over \$800,000 nationally for Guide Dogs Australia last financial year.

Every coin dropped into one of the beloved in-store Collection Dogs helps Guide Dogs assist someone with low vision, blindness or specialised support needs live a life without limits.

While dogs are what they're best known for, the charitable organisation also provides a range of services including Adult and Children's Mobility, Early Childhood Services, Assistive Technology, Occupational Therapy, Access Consulting, Advocacy, Therapy Dogs and more.

Coles' Top Dogs were awarded with their very own rosette worthy of any best in show and visits from Ambassador Dogs and puppies in training to thank customers and team members.

Guide Dog Mobility Instructor Ryan Jones thanked Coles and its team members and customers for their support.

"We're incredibly grateful that our coin Collection Dogs have found a loving home at Coles. It's been an amazing journey since we introduced the first Collection Dog at Coles 40 years ago to today having raised more than \$12 million from over 900 dogs across Australia," he said.

"It's also a truly special feeling to know that people who have been putting a gold coin in the Collection Dogs since the very beginning have now passed on that tradition to their children and grandchildren. I have done the same with my own little one!"

Guide Dogs Client Liz Wheeler said money raised by shoppers is helping her to live a life without limits with the support of Guide Dog Poppi.

"Poppi has made the ordinary for me not only possible, but extraordinary," she said.

"Nine years ago I lost my vision, my job and the ability to do ordinary things like cross roads or cook. I lost all hope, but then Guide Dogs gave me Poppi."

"It was hard to be scared to leave my front door when Poppi was so excited to go. With Poppi by my side, I achieved my goal of completing my studies - she graduated along with me and was even presented with her own honorary award!"

Coles General Manager Corporate & Indigenous Affairs Sally Fielke said Coles was proud of its long-standing partnership with Guide Dogs Australia.

“Coles is extremely proud to have raised over \$1 million for Guide Dogs Australia last financial year from Collection Dogs in our stores and the sales of specially marked reusable shopping bags.”

“We couldn't have achieved this milestone without the generosity of our customers who have kept our Collection Dogs well fed and we can't thank them enough for their ongoing support. Every dollar raised can help to make a huge difference to the life of someone living with low vision, blindness or specialised support needs.”

Coles has proudly been involved with Guide Dogs since the late 1930s when Lady Margaret Coles became interested in establishing a Guide Dogs Service in Australia. Lady Coles was an animal lover who dedicated her life to helping improve the bond between humans and animals.

Today, the partnership between Coles and Guide Dogs Australia has expanded to include hosting hundreds of the iconic Collection Dogs, selling reusable community bags to raise funds, and customer accessibility initiatives.

Coles' Top Dogs by state in FY22

QLD	NSW/ACT	VIC
1. Mackay 2. Sunnybank Hills 3. Miami	1. Liverpool 2. Norwest 3. Broadway	1. Dandenong (Princes Hwy) 2. Victoria Gardens 3. Keysborough
SA/NT	TAS	WA
1. Adelaide 2. Port Adelaide 3. Northpark	1. Eastlands 2. Glenorchy 3. Mowbray	1. Greenwood 2. Belmont 3. Midland



Guide Dogs Trainee Support Dog Yaden thanks one of Australia's 'Top Dogs' at Coles Miami, Queensland

For further information, please contact
 Coles Media Line (03) 9829 5250 or media.relations@coles.com.au