

Media Release

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BRavery
TRUST

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KEVIN SHEEDY CALLS ON AUSTRALIANS TO SHOW ANZAC SPIRIT FOR VETERANS *Coles partners with Bravery Trust to support service men and women facing financial hardship*

AFL legend Kevin Sheedy has appealed to Australians to support all our Defence Force veterans doing it tough in the lead up to Anzac Day.

From today until April 25 at all Coles supermarkets, Australians can get behind a fundraising appeal for Bravery Trust which provides vital financial support to service men and women facing hard times.

For every Coles Bakery 12 pack of cookies or biscuits sold during the fundraising appeal, Coles will donate 50 cents to the Bravery Trust. Customers can also make their own donations in-store at Coles checkouts.

Sheedy, who is a Bravery Trust ambassador, said there has been a surge in demand for help this year as rent, fuel prices and other costs have soared.

"Coming after a very tough two years of COVID, veterans who are injured and on a fixed income are too often faced with a difficult juggle," Sheedy said.

"We owe it to all our ex-service people to give them all the help that they need. They deserve it."

Coles Assistant State Manager for Victoria and Tasmania Rory McDonald, who is also a member of the Army Reserve, said Coles is proud to support our Aussie veterans and their families who have made significant personal sacrifices in their service.

"Bravery Trust is about the individuals who have made the personal choice to devote themselves to the service of our country - often at great personal sacrifice - and to support them as they navigate any hardships post-service," he said.

Bravery Trust CEO Belinda Wilson said Coles' support for the charity was invaluable, raising vital funds to help the most at-risk veterans when faced with hardship.

"Bravery Trust provides emergency financial support to veterans and their families for medical fees, utility bills, rent, motor vehicle expenses, education costs and food vouchers. The charity also offers a veteran-specific financial counselling service to help rebuild lives," Ms Wilson said.

"With the help of Coles and their customers, we can not only change the lives of veterans and their families - together, we can save lives."

Bravery Trust is supported by ambassadors including Governor-General David Hurley, former Governor-General Sir Peter Cosgrove and former Australian cricket coach Justin Langer.

Coles has supported Bravery Trust since 2014 but Coles' connection to the Australian Defence Force (ADF) goes back to the First World War when Coles founder GJ Coles enlisted in the Australian Imperial Force at the age of 32 to serve on the Western Front in Europe. He was shot in the knee and sadly two of his brothers were killed during the war.

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