

Friday, 20 December 2019

Coles says thank you to rural firefighters with \$3 million donation

Coles will thank volunteer firefighters for keeping our rural communities safe by donating more than \$3 million in gift cards to over 6000 rural fire brigades across Australia.

Coles gift cards will be provided to rural fire brigades across the nation so they can run a thank you event with their members or stock up supplies of food and essentials for their stations for the fire season.

Coles Group Chief Executive Steven Cain said providing gift cards was a tangible way Coles could recognise and thank firefighters and volunteers working tirelessly throughout the year to save homes, businesses and communities.

"We want to acknowledge the amazing courage and dedication of volunteer firefighters who continually put their hand up to protect their communities at all times of the year," he said.

"As fires continue to burn across the country, tens of thousands of firefighters across Australia are volunteering their time to keep our communities safe. Some are based in fire-affected areas while others are travelling across borders and to other regions to help protect communities away from home."

"With a long, hot summer ahead of us, we wanted to show our appreciation of the enormous contribution these firefighters have already made and will continue to make. We are so grateful for their bravery and commitment."

NSW Rural Fire Service Commissioner Shane Fitzsimmons said providing an opportunity for members to gather together with their families and friends once the ongoing fire emergency eases is welcome support.

"The efforts of our firefighters across the state during this unprecedented fire season has been extraordinary, but we also recognise that there are families and friends supporting those firefighters behind the scenes."

"This generous offer from Coles provides that opportunity for Brigades and communities to gather and say thank you".

The gift cards will be distributed to rural fire brigades via the NSW Rural Fire Service, Queensland Rural Fire Service, the Country Fire Authority in Victoria, SA Country Fire Service, the Tasmanian Fire Service, Bushfires NT, the ACT Rural Fire Service and WA Bushfire Service.

Coles is also raising funds for the Red Cross Disaster Relief and Recovery Fund to support those affected by disasters including the bushfires in New South Wales and Queensland.

Already this year, Coles and its customers have raised and donated more than \$500,000 to the Red Cross Disaster Relief and Recovery Fund. Customers can continue to donate to Red Cross at all checkouts at Coles supermarkets.

For further information, please contact

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