

**Friday, 21 June 2019**

## **Coles and Aussie farmers raise over half a million dollars for MND**

### **Funds raised from pork sales increase by a massive 57 per cent this year**

Coles and its Aussie pork farmers have together raised nearly \$520,000 to fight motor neurone disease following a national campaign on pork sales.

The fundraising result for FightMND represents a 57 per cent increase on last year, making Coles again the biggest corporate donor to the charity.

Over nearly six weeks, Coles donated 10 cents from the sale of each pack of fresh pork at over 800 Coles supermarkets. In addition to Coles' donation, Coles' Aussie pork farmers donated to the FightMND foundation during the appeal.

Coles Chief Operating Officer Greg Davis said the response of customers to the FightMND appeal had been fantastic.

"Australian pork is one of the most delicious, versatile meats to enjoy at this time of the year and it was great to see so many customers buying Coles Brand fresh pork while also supporting such a worthy cause," he said.

FightMND CEO Jamie Howden thanked Coles as well as their customers and pork producers for their generosity.

"The partnership between Coles, Australian Pork Limited, Aussie pork farmers and FightMND has gone from strength to strength this year," he said.

"Through the generosity of Coles, the farmers and the Australian public who purchased fresh pork products during the campaign, FightMND will now commit the money raised to more world class research projects to find effective treatments and a cure for MND."

Every day, at least two Australians die from MND, while another two are diagnosed with the debilitating illness.

Coles donated 10 cents from every sale of around 40 different items of Coles Brand pork – from spare ribs, sirloin steak, scotch fillet, loin chops, roasts and schnitzel, to cutlets and mince.

The fundraising appeal at Coles coincided with FightMND's Big Freeze at the MCG, which has been held on the Queens' Birthday holiday each year since 2015, raising awareness and funds for MND medical research to find effective treatments and a cure for the disease.

*For further information, please contact Media relations at Coles on 03 9829 5250*