

# Media Release

colesgroup

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## **Coles celebrates 50 years of Fat Cat with limited edition dolls Fat Cat anniversary dolls to raise much-needed funds for sick kids in WA**

Beloved Telethon mascot and West Aussie icon, Fat Cat, is celebrating his 50-year anniversary – and will be hitting every Coles supermarket in the state to show off his new look and support an important cause.

Limited edition Fat Cat dolls – complete with a gold cape, gold bow tie and a distinguishing '50<sup>th</sup> anniversary' embroidery on his right foot – will arrive at all 96 Coles supermarkets this September, to help raise money for Telethon.

Across the state, little shoppers and their families can provide much-needed funds to sick kids in WA by simply purchasing a Fat Cat doll on their weekly grocery shop.

Among those celebrating Fat Cat's milestone is 1989 Little Telethon Star, Holly Burton. Diagnosed with Spina Bifida and Hydrocephalus at birth, Holly has experienced firsthand how support from Telethon can be lifechanging for sick kids.

"I was only five years old when I became a Little Telethon Star, after being diagnosed with Spina Bifida. Even though I was young, I remember knowing that I was going to be part of something important and help to raise awareness of my disability, so that kids like me could receive much-needed treatment and care," Holly said.

"Telethon feels like another family to me, and their support over the years has been absolutely lifechanging. With the help of Telethon, my family and my friends, I've been able to overcome many challenges that are associated with my disability and live a fulfilling, happy life.

"I encourage everyone to support this important cause in any way that they can, and I think that being able to purchase a Fat Cat doll at Coles is a great way to get the whole family involved. It's not just a special toy, but a way for children to become aware and make difference to the lives of kids and families experiencing hardships."

Coles WA General Manager, Pat Zanetti said Coles was looking forward to continuing their support of Telethon this year and revealing the limited-edition Fat Cat dolls to shoppers.

"It's incredible that we are celebrating 50 years of Fat Cat – a West Aussie icon that has played a significant role in the lives of most West Australians. The limited-edition dolls are particularly special, featuring a gold cape and bow tie to celebrate this exciting milestone – which we think our little shoppers will absolutely love," Mr Zanetti said.

"Coles has been a proud supporter of Telethon for more than a decade and through the generosity of our shoppers we were able to raise over \$700,000 for the charity last year alone.

"We want to encourage our shoppers to dig deep again this year, as we celebrate 50 years of Fat Cat and the amazing work that Telethon does for our state."

The Fat Cat dolls will be available for \$19.95, while stocks last, at all WA Coles supermarkets from Wednesday 8<sup>th</sup> September, with 100 per cent of proceeds going directly to Telethon.

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**For further information, please contact**  
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