

Wednesday, 22 April 2020

## **COLES PARTNERS WITH BRAVERY TRUST IN LEAD UP TO ANZAC DAY** ***Funds to support Aussie service men and women with emergency financial relief***

Coles has launched a fundraising campaign in the lead up to Anzac Day to enable Bravery Trust to support Aussie service men and women who have an injury or illness as a result of their service.

From today until stores close on Sunday 26 April, Coles will donate 50 cents from every pack of Coles Bakery branded cookies or biscuits sold at Coles to the Bravery Trust. Customers are also welcome to make their own donations in-store at the checkout.

Bravery Trust provides financial support to more than 800 veterans and around 3,000 family members of veterans each year to help them with medical fees, food vouchers, energy bills and education costs.

Coles Group CEO Steven Cain said Coles was delighted to partner with Bravery Trust to support current and former members of the Australian Defence Force facing hardship.

"We know it's going to be a unique Anzac Day for many Australians this year and we wanted to do our part in remembering and supporting service men and women who are facing hardship as a result of injuries or illness from their service," he said.

"As an Australian company founded not long before the First World War, we sincerely appreciate the outstanding service of current and former members of the Australian Defence Force."

"Our founder GJ Coles volunteered at the age of 32 to serve on the Western Front in Europe and was shot in the knee. Sadly, two of his brothers Jim and David were killed during the war."

Bravery Trust CEO Belinda Wilson welcomed the support from Coles and its customers in the lead up to Anzac Day.

"The COVID-19 health emergency has seen a rapid increase in the demand for our services. Throughout this pandemic we must not forget those who have been injured or have an illness as a result of their service to our country and, for circumstances out of their control, are unable to put food on the table, or pay their rent or bills. We help those veterans who are falling through the gaps," she said.

"We're extremely happy to be partnering with Coles in the lead up to Anzac Day to support those who are serving and have served our country, and are now doing it tough, especially during these uncertain times."

"Donations from Coles and their customers this Anzac Day will ensure our veterans won't be forgotten, especially young families."

Coles is urging customers to plan their shopping trip to take note of changes to opening hours around the Anzac Day weekend, to help maintain social distancing and ensure a safe experience for all customers and team members.

Trading hours vary according to state legislation. Customers can check their local store's trading hours via [www.coles.com.au](http://www.coles.com.au).

**For further information, please contact:**  
**Coles Media Relations on (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)**