

# Media Release

Monday, 22 April 2024

## COLES ENLISTS RICHMOND TIGERS' TOP GUNS TO HELP SUPPORT AUSSIE VETERANS

Coles has enlisted the help of Richmond Football Club's very own 'top guns' Jack Graham and Seth Campbell to encourage customers to get behind military charity Bravery Trust in the lead up to Anzac Day.

Graham and Campbell put their baking skills to the test by making their own batch of Anzac biscuits under the tutelage of Coles team members at Punt Road Oval today.

Until Anzac Day (April 25), Coles will donate 40 cents from the sale of every 12-pack Coles Bakery Anzac Biscuits to Bravery Trust. As well as the perennial favourite Anzac biscuit, the 40 cents donation will also apply to all other 12-pack Coles Bakery biscuits and cookies sold in-store or on Coles Online during the appeal which commenced last week.

Funds raised will enable Bravery Trust to support hundreds of Aussie veterans who are transitioning from military service to civilian life, particularly those who have been injured as result of their service. From helping pay for groceries, rent and other essential bills to providing veteran-specific financial counselling, Bravery Trust has been making a difference in the community for over 11 years.

Two-time premiership Richmond midfielder Jack Graham said the Club was pleased to throw their support behind the important appeal.

"Richmond Football Club has supported Bravery Trust for the past three years, helping to raise awareness for Aussie veterans who are doing it tough. It's a cause that strongly resonates across the club – many of our players and supporters know someone, directly or indirectly, who has served for our country," he said.

"We're excited to play our part in getting the message out there about the impactful and often life-changing work of Bravery Trust through our Anzac Day Eve clash and supporting initiatives like the fundraising campaign at Coles."

Lieutenant Colonel Garth Callender, Bravery Trust Interim CEO, who will be lighting the cauldron at the Anzac Day Eve match, said funds raised will help some of Australia's most vulnerable veterans and their families.

"The lead up to Anzac Day is a great time to show our veterans that they have the support of the nation," he said.

"While most Defence personnel have a great experience and leave Defence with new skills to prosper in a civilian career, sometimes service can take a toll. I believe that we all have an obligation to provide those in hardship with the support they need at the time they need it."

"Bravery Trust works proactively to reduce or avoid the stress that financial hardship can bring veterans and their families. Seventy per cent of those we assist are aged 50 years or younger and nearly three quarters have children to support."

"We hope Coles customers can support Bravery Trust over the next few days by making a donation at the checkout or by buying a participating 12-pack Coles Bakery biscuit or cookie. We are also asking customers to get together with friends, family and workmate and reflect on the sacrifices being made by our veterans."

Coles General Manager Bakery Kate Roff said Coles is proud to continue its longstanding community partnership with Bravery Trust.

"Coles has a long and proud history of supporting Bravery Trust and assisting team members who have served or are serving in the Australian Defence Force or Reserves, including our founder GJ Coles who fought in World War 1," she said.

"Our bakers rise to the occasion for Bravery Trust every year, making nearly 500,000 Anzac biscuits in the week leading up to Anzac Day. It's a cause our bakers love getting behind and we hope our customers can support too by buying a 12-pack Coles Bakery Anzac biscuit on or before Anzac Day."

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