

MEDIA RELEASE

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COLES RAISES BIG BUCKS FOR BIG FREEZE

Shoppers get behind FightMND to raise more than \$8.3 million for motor neurone disease research

Coles has raised a cool \$8.3 million for FightMND's Big Freeze 9 campaign taking its total fundraising tally for Motor Neurone Disease (MND) research to more than \$30 million over six years.

Shoppers continued to embrace the Big Freeze this year by buying a beanie, Coles Brand Australian Fresh pork product or Peters Icy Pole Lemonade 8-pack or by making a donation at the checkout.

Regional communities in Sebastopol (Victoria), Mount Gambier (SA), Broken Hill (NSW) and Vasse (WA) led the charge to finish as the top fundraising stores in their respective states while shoppers at Loganholme showed that people can support the Big Freeze in any weather by finishing as the top fundraiser in Queensland.

Funds raised at Coles helped bring FightMND's Big Freeze 9 final tally to \$15.8 million and will be invested in cutting-edge research projects focused on fast-tracking new MND treatments and driving discoveries towards a cure as well as supporting projects to help improve the lives of Australians living with MND.

Coles Group General Manager of Corporate and Indigenous Affairs Sally Fielke said the Big Freeze campaign is Coles' single biggest community fundraiser every year.

"Coles is proud to have raised more than \$30 million in six years to help FightMND find a cure for motor neurone disease. It's a cause that is close to the hearts of many of our customers, suppliers and team members and an important way for us to support the health of Australians."

"We love seeing shoppers wear the blue beanie and our team members love getting involved in the campaign with their own ice bucket challenges in stores or with their local sports clubs."

"We can't thank our customers and suppliers enough for supporting Big Freeze 9 campaign and helping us reach another incredible fundraising milestone."

FightMND patron and co-founder Neale Daniher thanked shoppers and team members across the country for their support.

"It's hard to believe we have experienced Big Freeze 9 already. I would like to personally thank our wonderful sliders who again delivered amazingly on the day, as you would expect with so many accustomed to the big stage!" he said.

"But it is not just about the slide and the MCG, as this year we had Big Freeze games in Perth and Brisbane and are looking to grow again next year."

“And most importantly we need to recognise and thank all the wonderful Australians around this country who purchased beanies, socks and scarves or donated to the cause, and our sponsors and supporters who have backed us again this year.”

Australian Pork Limited CEO Margo Andrae said Aussie pork farmers were proud to continue their support for the cause.

“To see the amount raised grow year-on-year for this important cause is truly humbling. We can’t thank shoppers enough for showing their support and buying Australian pork at Coles this year. Our Aussie pork farmers are incredibly proud to work with Coles and FightMND, to fight the beast and find a cure for MND.”

There were more ways than ever to support FightMND at Coles this year. In addition to raising funds through the sales of beanies and donations from customers, Coles donated a portion of sales from more than 90 Coles Brand Australian Fresh Pork products and specially marked Peters Ice Cream Big Freeze Icy Pole Lemonade 8-pack. Customers also showed their support for FightMND through the Coles Local “coffee for a cause” initiative and by purchasing a limited edition Brewmanity can cooler.

TOP FUNDRAISING COLES SUPERMARKETS ACROSS AUSTRALIA FOR BIG FREEZE 9

Victoria

1. Sebastopol (\$62,167)
2. Sunbury (\$56,575)
3. Airport West (\$53,225)
4. Greensborough (\$48,925)
5. Kangaroo Flat (\$44,400)

SA / NT

1. Mt Gambier (\$45,111)
2. Gawler Green (\$30,041)
3. Gawler (\$26,457)
4. Mount Barker (\$23,600)
5. West Lakes (\$19,229)

Tasmania

1. Glenorchy (\$26,700)
2. Devonport (\$26,455)
3. Meadow Mews (\$25,933)
4. Burnie (\$24,625)
5. Racecourse (\$24,367)

NSW/ACT

1. Broken Hill (\$31,885)
2. Deniliquin (\$29,887)
3. Lavington (\$17,102)
4. Albury (\$15,692)
5. Wagga Wagga (\$11,575)

Western Australia

1. Vasse (\$16,710)
2. Eaton Fair (\$13,108)
3. Bassendean (\$12,316)
4. Australind (\$12,074)
5. Gateway (\$12,000)

Queensland

1. Loganholme (\$9,308)
2. Waterford (\$9,016)
3. Cairns Central (\$6,018)
4. Helensvale (\$5,967)
5. Upper Coomera (\$5,581)

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