

Media Release

coles | Value the Australian way

Tuesday, 23 March 2021

Coles pledges up to \$1 million for NSW and QLD flood-affected communities

Fundraising appeal kicks off at Coles supermarkets, Coles Express and Coles Liquor stores

Coles has pledged up to \$1 million to a fundraising appeal for flood-affected communities in NSW and Queensland to enable not-for-profit organisation, GIVIT, to provide emergency and household items to local residents.

From tomorrow, Coles customers will be able to help communities impacted by the severe storms and flooding in NSW and Queensland by making a donation at any Coles supermarket, Coles liquor store and Coles Express store.

To provide support together with customers leading up to the Easter period, Coles will kick start the fundraising appeal with a \$100,000 cash donation and also match customer donations dollar-for-dollar up to \$900,000.

GIVIT is currently working with the NSW and Queensland Governments to respond to multiple severe storms which have caused widespread destruction and devastation across the two states.

All funds donated by customers and matched by Coles will help GIVIT to provide emergency and household items including groceries, toiletries, nappies, hygiene products, clothes, bedding, generators and work equipment. The cash donation from Coles will enable GIVIT to cover costs associated with supporting impacted communities.

Coles Group CEO Steven Cain said the Coles team was passionate about supporting the local community at such a difficult time.

"We are devastated to see once again our communities have been hit by a natural disaster and we want to provide support together with our customers leading up to the Easter period," he said.

"Our local store teams have already donated food and water to support the SES and emergency services working on the front-line but the need is enormous and we are committed to doing more by donating \$100,000 to GIVIT and matching customer donations dollar for dollar up to \$900,000."

"Together with our customers, our Coles teams have shown from the recent experiences of last year's bushfires and the COVID-19 pandemic, that we can quickly respond to and bounce back from unexpected disasters."

GIVIT founder Juliette Wright OAM welcomed Coles' donation and fundraising appeal.

"This is an incredibly generous contribution from Coles and we thank them for this donation as we assist with the ongoing distribution of essential items to impacted communities," she said.

"Our aim is to make sure people devastated by disaster get exactly what they need to recover, where and when they need it. Any donations, no matter how big or small, from Coles customers will be welcomed and will make a difference to those whose lives have been irreparably changed by this natural disaster."

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To support GIVIT's flood relief appeal, customers across Australia can donate any amount of their choice at any Coles supermarket, Coles Express store, Liquorland, First Choice Liquor Market or Vintage Cellars store.

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For further information, please contact

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