

MEDIA RELEASE

COLES RAISES MORE THAN \$5 MILLION FOR FIGHTMND *Record funds raised by shoppers and Aussie pork farmers across the country*

Coles and its customers have helped FightMND reach a new fundraising record through the sale of beanies and Coles Brand fresh pork to support research into finding effective treatments and a cure for Motor Neurone Disease.

In what has been Coles' single biggest fundraising event ever, more than \$5.2 million has been raised for FightMND in the supermarket aisle, taking the total funds for this year's Big Freeze 6 campaign to a total of \$11.9 million.

Coles raised \$5.2 million in six weeks from the sale of beanies and Coles Brand fresh pork, donations from customers and Coles' Aussie pork farmers.

More than 100,000 Coles team members across the country proudly joined the "FightMND Army" in May to sell beanies at more than 800 supermarkets, the first time the popular head-warmers have been sold through supermarkets. For the third year in a row Coles also donated 10 cents from the sale of each pack of Coles Brand fresh pork over the six weeks of the campaign, while Aussie pork farmers donated further funds.

Coles Group CEO Steven Cain thanked all customers who purchased a beanie for \$20, with all proceeds directed to fund world-leading MND research in Australia and overseas to find a cure for the terminal and aggressive neurological disease.

"There is nothing quite like the passion the community has for an event like the Big Freeze and the admiration Australians feel for Neale Daniher, his family and everyone at FightMND who have dedicated themselves to helping fight the beast that is Motor Neurone Disease," Mr Cain said.

"Everywhere you go, it's so inspiring to see the iconic blue Big Freeze 6 beanie being worn with pride and we are delighted that Coles could help spread awareness and raise more funds at a time when AFL games could not be played due to Covid-19."

"It's wonderful to see the support for the very important work of FightMND is stronger than ever and the Coles team was proud to be raising funds all over the country so customers could show their support off the field. We are also very grateful to our Coles pork farmers for joining our campaign again this year."

An average of two Australians are diagnosed with MND every day, while another two succumb to the disease.

FightMND CEO Jamie Howden said Coles' willingness to broaden its support through their extensive network of supermarkets nationwide contributed significantly to the final campaign total.

"Having Coles on board to sell beanies this year has made a huge impact on the fight against MND and on this campaign specifically which faced many challenges due to the restrictions of Covid-19," Mr Howden said.

"Not only does this partnership raise vital funds for MND medical research, it also provides an amazing national platform for FightMND to mobilise the message and awareness of how devastating the disease is."

"We are extremely grateful to Coles and Aussie pork farmers for their ongoing support of FightMND."

FightMND and Coles would like to congratulate and thank all team members and customers and recognise these top fundraising stores across the country.

TOP FUNDRAISING COLES SUPERMARKETS

Victoria

Sunbury
Elsternwick
Warragul
Echuca
Waurm Ponds

Western Australia

Busselton
Orana (Albany)
Midland
Warwick Grove
Halls Head

NSW/ACT

Deniliquin
Lavington
Albury
Broken Hill
Narrandera

South Australia

St Agnes
Port Pirie
Gawler
Parabanks
Mt Gambier

Queensland

The Willows (Townsville)
Aspley Hypermarket
Helensvale
Waterford
Logan Central

Tasmania

Meadow Mews
Devonport
Racecourse
Glenorchy
Ulverstone

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