

MEDIA RELEASE

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COLES RAISES RECORD FUNDS FOR FIGHTMND

More than \$6.7 million raised by Coles, its customers and Aussie pork farmers

Coles customers, team members and its Aussie pork farmers have taken the FightMND cause to a new level, raising more than \$6.7 million in just six weeks.

The unprecedented funds raised by Coles and Coles Express bring the total amount raised for FightMND's Big Freeze7 campaign to a record \$14.6 million, enabling more funds to be directed to finding a cure for Motor Neurone Disease.

More than \$6.7 million was raised from the sale of beanies and Coles Brand fresh pork at Coles supermarkets and Coles Express, as well as donations from Coles' Aussie pork farmers and customers.

Team members from across the country also embraced the cause by conducting their own ice bucket challenges, raffles and special Big Freeze7 themed displays.

The funds raised for Big Freeze7 set a new fundraising record in Coles' four-year partnership with FightMND, surpassing the benchmark set last year by more than \$1.5 million and taking the total funds raised for FightMND to over \$12.8 million.

Coles Group CEO Steven Cain said the record fundraising had been a team effort with stores, community and the FightMND army uniting behind a worthy cause.

"Our teams across Australia are extremely passionate about helping to find more effective treatments for this debilitating disease and we are excited to have raised more than \$6.7 million for FightMND in just six weeks," he said.

"Breaking another fundraising record for FightMND has been achieved by working better together with our customers, Aussie pork farmers, team members and of course the wonderful team and supporters at FightMND."

"Our customers have embraced the cause like never before this year and we can't thank them enough for showing their support for individuals, families and communities affected by MND by buying a beanie or a Coles Brand fresh pork product at Coles and Coles Express over the past six weeks."

FightMND Campaign Director Bec Daniher thanked Coles, its customers and Australian pork farmers for their support.

"On behalf of FightMND, I would like to extend a massive thank you to the entire team at Coles and Coles Express who embraced our cause with enthusiasm and raised such a substantial amount of funds. We are incredibly grateful to have Coles as our major Big Freeze partner, your contribution to our success cannot be underestimated," she said.

"To be the recipient of Coles' largest ever fundraising effort means that we can continue to invest in vital MND research to find better treatments, and ultimately a cure for the Beast that is MND."

"To everyone at Coles who went above and beyond - from putting up amazing Big Freeze displays in stores to volunteering for ice bucket challenges - we cannot thank you enough. You've truly made a huge impact on the lives of people living with MND, their families and their community."

"It was great to see our beanies in Coles Express stores this year, providing not just a new retail avenue for our beanies but also helping to increase awareness of MND right across Australia."

"And of course a big thank you to our FightMND Army around Australia for buying their Big Freeze beanies at Coles and Coles Express stores."

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

TOP FUNDRAISING COLES SUPERMARKETS ACROSS AUSTRALIA

Victoria

1. Wendouree
2. Sunbury
3. Leopold
4. Waurin Ponds
5. Carrum Downs

Western Australia

1. Eaton Fair
2. Meadow Springs
3. Baldivis
4. Bunbury South
5. Orana

NSW/ACT

1. Deniliquin
2. Lavington
3. Broken Hill
4. Albury
5. Wagga Wagga

SA / NT

1. Port Pirie
2. Gawler
3. St Agnes
4. Reynella
5. Tea Tree Plaza

Queensland

1. Townsville (The Willows)
2. Hope Island
3. Gladstone
4. Helensvale
5. Aspley Hypermarket

Tasmania

1. Meadow Mews
2. Devonport
3. Eastlands
4. Ulverstone
5. Racecourse

TOP FUNDRAISING COLES EXPRESS SITES ACROSS AUSTRALIA

1. Thoroughbred (VIC)
2. Narre Warren (VIC)
3. Euroa (VIC)
4. Esperance (WA)
5. Sunbury (VIC)

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