

# Media Release

**February 25, 2019**

## **Coles Will Match Every Dollar Our Customers Donate To Farmers**

Coles is passionate about supporting Australian farmers and producers. From today until further notice, Coles will match every dollar our customers donate to the Country Women's Association Drought Appeal at our supermarket checkouts nationwide.

Country Women's Association board member and Broken Hill farmer, Annette Turner knows first-hand the devastating impact of drought, and the importance of distributing funds raised by Coles and its customers to drought-affected farmers.

"The donations will support farming families in meaningful and practical ways like helping with phone bills, school fees, electricity bills and groceries. Importantly, by helping families to pay their bills, it's also keeping money in the community," Annette said.

Coles has committed \$16 million to support drought relief in the last six months, and we're passionate about finding better industry models to support Australia's hard-working farmers while continuing to provide great value for our customers.

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**For further information, please contact**

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