

Media Release

coles | Value the Australian way

Friday, 26 March 2021

COLES EXPRESS THANKS SES IN NSW WITH FREE HOT COFFEE AND TEA

Fundraising appeal continues as Coles pledges up to \$1 million to flood affected communities

Coles Express will thank SES members who have been working hard to keep the community safe in NSW during the devastating floods with a free hot coffee or tea at any Coles Express store in NSW or ACT from today until Thursday 1 April.

The offer is available to any SES member who is wearing their uniform or shows their ID card and includes any small, medium or large award-winning Urban Coffee Culture coffee or hot tea¹.

Coles Express Executive General Manager Michael Courtney said the team is incredibly grateful for the work of the SES.

"This has been such a challenging time for so many in the lead up to Easter. Our team witnesses the tireless work of SES members on the road every day. We know there is a long clean up ahead for everyone in the region. Providing a free hot drink to the members who give up their time to help others is a small gesture we can make to ensure they are refreshed along the way."

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.

Coles customers are 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 has kick started the fundraising appeal with a \$100,000 cash donation and will also match customer donations dollar-for-dollar up to \$900,000.

GIVIT is currently working with the NSW and Queensland State 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.

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.

-ends-

¹ From 12am Friday 26/03/2021 to 11.59pm Thursday 01/04/21 NSW State Emergency Service (SES) members are able to redeem 1 x free small, regular or large hot coffee or tea from any NSW & ACT Coles Express stores. Valid for one redemption per person per day. SES card or uniform must be presented to team member to redeem offer. Not in conjunction with any other offer. While stocks last.

Media Release

coles | Value the Australian way

For further information, please contact
Coles Media Line (03) 9829 5250 or media.relations@coles.com.au