

# Media Release

**coles** | Value the Australian way

**Wednesday, 27 April 2022**

## **COLES LAUNCHES “BANANA A PEEL” FOR LITTLE ATHLETICS**

Coles is celebrating National Banana Day by donating 10 cents from every kilogram of Cavendish bananas sold<sup>1</sup> at its supermarkets over the next week to Little Athletics Australia with the help of its Aussie banana growers and suppliers.

All funds raised will be directed to the Coles Little Athletics Community Fund to provide sports equipment grants for grassroots Little Athletics clubs and centres. The fund has already provided 417 Little Athletics centres across Australia with more than \$2 million in sports equipment grants in just four years.

The Little Athletics “Banana A Peel” coincides with National Banana Day on Sunday 1 May which is set to get Aussies moving with a ‘Karaoke Banana’ theme and dedicated banana playlist on Spotify from Australian Bananas.

Australian pole vault record holder and Coles ambassador Nina Kennedy encouraged shoppers to buy a bunch of bananas over the next week to help grassroots Little Athletics centres across the country.

“Little Athletics played a huge part in helping me become the athlete I am today and any support we can give local clubs and centres to buy new and safe sports equipment is invaluable,” she said.

“Through my role as Coles ambassador, I’ve visited many Little Athletics centres this season and I’ve seen first-hand the benefit that new equipment from the Coles Little Athletics Community Fund provides for kids, volunteers and the club.”

“I hope shoppers across the country can help support our future Aussie track and field stars by buying a bunch of bananas this week. Not only will you be supporting a great cause, but you’ll be getting a nutritious, healthy snack for your lunchbox.”

Coles Little Athletics Australia President Sherrie Boulter said the funds raised from banana sales at Coles this week would help kids to participate and stay in sport.

“Bananas have become synonymous with Little Athletics since we partnered with Coles in 2017 and Coles stores started donating boxes of bananas to their local Little Athletics centres,” she said.

“It’s incredible to think that in just five years, Coles has donated more than 3.7 million bananas to Little Athletics. The banana donations have played a huge role in helping to embed healthy eating habits among young athletes and at Little Athletics canteens across Australia.”

“We’re so excited that this year bananas will also have a role to play in helping fund our sport, in particular, to help our local clubs and centres buy essential equipment for their volunteers and budding athletes.”

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<sup>1</sup> Up to the value of \$150,000.00 AUD

Australian Bananas has also thrown their support behind Coles' Little Athletics "Banana A Peel."

Australian Bananas General Manager of Marketing at Hort Innovation, Jane Smith welcomed the initiative to fundraise for a worthy cause and celebrate Aussie bananas at the same time.

"Bananas are a versatile and nutritious snack for growing bodies like little athletes. That's why we welcome Coles' initiatives to support Little Athletics with banana donations and its support, through National Banana Day, for Little Athletics clubs to buy new sports equipment," she said.

The Coles Little Athletics "Banana A Peel" will run in all Coles supermarkets from Wednesday 27 April to Tuesday 3 May.

In addition to raising funds for Little Athletics, Coles stores will be celebrating National Banana Day on Sunday 1 May by playing banana-themed songs on Coles Radio throughout the day. For more information on National Banana Day visit <https://australianbananas.com.au/>.

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