

**27 September 2020**

## **COLES AND HEART FOUNDATION LAUNCH HEALTH HUB TO SUPPORT WELLBEING OF NATION 89% of Australians want a healthier diet and one-quarter never or rarely exercise**

Coles is on a mission to get Australians eating and feeling better, teaming up with the Heart Foundation to launch the Coles Health Hub which will provide information and solutions to help Australians reach their health and wellbeing goals.

A recent YouGov Galaxy Poll found 89% of Australians wanted a healthier diet, one-quarter confessed they never or rarely exercised, and on average, people spend nearly four hours on devices outside of daily work demands.<sup>1</sup>

The Coles Health Hub, developed in partnership with the Heart Foundation, is an online hub that will include regularly updated information relating to exercise, diet, mental health management and social and community support.

It will feature tasty, heart-healthy, exclusive recipes from the Heart Foundation, together with Coles recipes to support healthy eating and build healthier and happier lives.

With useful tips and information that cover nutrition, exercise, health and wellbeing, customers can learn about the goodness of wholegrains for heart health, the difference between good fats and bad, ways to start exercising alone or with your family and how to cook healthier family meals at home.

Coles General Manager of Media and Sponsorship Kate Bailey said Coles is proud to be partnering with the Heart Foundation on the Health Hub.

"Caring for our health and happiness has never been more important than it is today. We know from our own research that knowledge, motivation, temptation, time, as well as cost are some of the key barriers our customers face when improving their health and happiness," Ms Bailey said.

"At Coles, we have taken significant steps to expand our health offering by increasing our focus on fresh food, eliminating artificial colours and flavours and introducing new affordable healthy meal solutions and product ranges such as Wellness Road.

"The launch of the Coles Health Hub is taking our purpose to sustainably feed all Australians a step further by helping customers to look after their health in a more holistic way, with credible and trusted advice on how Australians can manage their diet, physical activity and mental wellbeing.

"We have partnered with the Heart Foundation for this important initiative because of its long-term commitment to the health of Australians, and its expertise around advice and information on nutrition and exercise as the basis for a healthy lifestyle."

Heart Foundation Group CEO, Adjunct Professor John Kelly, welcomed the launch of the Health Hub as a practical way to help Australians build healthy living habits into their busy routines.

---

<sup>1</sup> YouGov Galaxy Poll of 1034 Australians September 2020  
Page 1 of 2

"Australians are looking for engaging, yet simple ways to improve their health as part of their everyday lives," Professor Kelly said. "Through heart-healthy recipe ideas, exercise tips and information, we can help more Australians reduce their risks for heart disease and live well longer.

"Coles is in a unique position to use its scale and everyday customer interactions to drive change, backed by the strength of the Heart Foundation's knowledge and experience as Australia's leading experts on nutrition, physical activity and heart health.

"We share a goal to put people's health and wellbeing at the centre of what we do."

Visit the Coles Health Hub via [coles.com.au/health](https://coles.com.au/health).

**-ends-**

**For further information, please contact**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)

Debora McInnes, Heart Foundation media

**M:** 0423 827 697 **E:** [debora.mcinnes@heartfoundation.org.au](mailto:debora.mcinnes@heartfoundation.org.au)