

Tuesday, 28 April 2020

AUSSIE SHOPPERS BAND TOGETHER TO SUPPORT AUSSIE VETERANS

Funds raised to support Aussie service men and women with emergency financial relief

Coles shoppers across Australia have banded together to raise more than \$232,000 in just five days to support Aussie veterans struggling with injury or illness.

The funds raised by shoppers will enable Bravery Trust to support more than 150 Aussie veterans who have an injury or illness as a result of their service as well as around 600 family members.

Funds were raised from customer donations and sales of Coles Bakery branded cookies and biscuits sold at Coles supermarkets from Wednesday, 22 April to Sunday, 26 April. For every Coles Bakery branded cookie or biscuit sold, Coles donated 50 cents to the Bravery Trust.

Bravery Trust CEO Belinda Wilson said she was overwhelmed by the support their veterans have received from Coles and their customers.

"These funds will help Aussie veterans who put their bodies and minds on the line to protect our country and to keep us safe. Funds will go towards keeping families together, with a roof over their head and food on the table. It will provide a financial safety net for those in need who are falling through the gaps," she said.

"On behalf of Bravery Trust, I would like to thank Coles and the Australian community for your support on Anzac Day, especially this year, it is important to our Aussie veterans, to ensure that they are not forgotten."

Coles State General Manager Victoria Mark O'Connor thanked customers for supporting Bravery Trust and said Victorian supermarkets raised the most funds in Australia due to the generosity of shoppers across the state.

"We can't thank our customers enough for their generosity in the lead up to Anzac Day. It's incredible to see the support our customers, especially those who are facing hardships themselves, have provided to our Aussie veterans."

"Our history as an Australian company traces back to not long before World War One started, with Arthur Coles being one of the first Australians to enlist and GJ Coles then enlisting later and fighting on the Western Front in France. GJ was wounded on the battlefield while sadly two of his brothers were killed," he said.

"Now more than 100 years later, we have a number of team members who are active members in the Defence Force Reserve and we are proud to support Aussie veterans by raising funds through Bravery Trust."

For further information, please contact Coles Media Relations on 03 9829 5250 or media.relations@coles.com.au or contact Gwen O'Hanlon at Bravery Trust on 03 9957 5753