



MONDAY, 29 AUGUST 2022

AFL LEGEND JOINS FIGHT AGAINST CHILDHOOD BRAIN CANCER

Melbourne Demons captain Max Gawn is joining the fight against paediatric brain cancer by helping to raise funds for Robert Connor Dawes (RCD) Foundation at Coles supermarkets across Victoria.

The RCD Foundation was established in memory of the late Robert Connor Dawes who was diagnosed with brain cancer at the age of 17. The organisation has a mission to change the odds for kids with brain cancer through research and patient care.

From Wednesday 31 August to Tuesday 20 September, Coles will raise funds for the RCD Foundation by selling \$2 donation cards in Victorian supermarkets and donating 10 cents from each sale of selected bakery cookie packs.

Just in time for Father's Day, customers can also support the campaign this year by buying 'Sock it to Brain Cancer' socks for \$10 at Coles supermarkets across Victoria, with all proceeds going to the RCD Foundation.

Max Gawn encouraged Victorians to help raise much needed funds to support the RCD Foundation.

"The Robert Connor Dawes Foundation is doing incredible work to help find a cure for brain cancer. As a father, I am very proud to support such an important cause," he said.

"By purchasing a \$2 donation card or RCD socks at Coles, Victorians can help fund research and make a real difference to kids who have been diagnosed with brain cancer."

The RCD Foundation founder and mother of Connor Dawes, Liz Dawes OAM, is hopeful that with the support of Coles, the harrowing statistics that come with paediatric brain cancer will soon change.

"Paediatric brain cancer is the number one disease killer of young people. Current clinical treatments aid 50% of children but leave 90% with lifelong physical and mental impairments," she said.

"We are so grateful to Coles team members and customers for their support and are excited to see the impact this year's campaign will bring."

The RCD Foundation invests in high-impact projects such as the AIM BRAIN PROject, an Australian first bringing molecular diagnostic testing to children diagnosed in Australia.

Francesca Machingaifa's eleven-year-old-son Milo, was diagnosed with a high-grade brain tumour in 2020 and is a participant in the AIM BRAIN PROject clinical trials funded by the RCD Foundation. As a result of the trials, Milo is celebrating two years brain cancer free.

“The ground-breaking research funded by the RCD Foundation is helping change the treatment available to paediatric brain cancer patients. I'd like to thank Coles customers across Victoria who have supported so generously over the last eight years,” she said.

Coles Victoria State General Manager Daniel Ellul is thrilled that Coles' fundraising campaign for the RCD Foundation is returning to Victorian stores this year.

“Coles is proud to support the RCD Foundation, and we hope that in the next three weeks our customers will give generously to raise funds to support cutting-edge research projects,” he said.

Coles also helps to promote Connor's Run, the foundation's largest annual fundraiser, which will return as a dedicated live event on Sunday, 11 September after two years of disruption due to COVID-19.

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For further information, please contact

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