

Media Release

coles | Value the Australian way

Wednesday, 30 March 2022

COLES' APPEAL TO HELP SICK BABIES AND CHILDREN IN HOSPITAL

A fundraising appeal launched at Coles today will support a ground-breaking program which aims to improve the survival rate and quality of life for premature babies.

As part of the leading program, stem cells are obtained from the premature baby's placenta and cord blood before being processed and given back to the baby to protect, repair, and regenerate vital body tissue.

The leading stem cell program at Monash Children's Hospital is one of a range of projects to benefit from a two-week fundraising appeal at Coles supermarkets across Australia for *Curing Homesickness*, a national initiative which brings children's hospital foundations and paediatric services from across Australia together to raise awareness and funds.

From Wednesday 30 March until Tuesday 12 April, Coles' shoppers can buy a \$2 donation card at the checkout to support *Curing Homesickness*, with all funds raised going directly to fund vital projects across the country. Shoppers can also support the cause by purchasing a jar of Mum's Sause pasta or pizza sauce throughout the year, with fifty cents of every jar sold going to a children's hospital foundation or paediatric service.

In addition to Monash Children's Hospital Foundation, beneficiaries include the **Sydney Children's Hospitals Foundation** and **John Hunter Children's Hospital** (NSW), **Canberra Hospital Foundation** (ACT), **The Prince Charles Hospital Foundation** (QLD), **Women's & Children's Hospital Foundation** (SA), **Perth Children's Hospital Foundation** (WA) and **The Royal Hobart Hospital Women's and Children's Services** (TAS).

Curing Homesickness Director Nicola Stokes said funds raised will provide much needed support for sick kids and their families across Australia.

"We hope that Coles shoppers can join us in supporting this simple, effective campaign to make a significant difference in the lives of thousands of sick kids across Australia," she said.

"We believe kids don't belong in hospital; they belong at home. By purchasing a \$2 *Curing Homesickness* card or a Mum's Sause pasta or pizza sauce, you'll be helping to fund vital projects to minimise the amount of time kids spend in hospitals."

Coles and its customers have already raised over \$3.4 million for *Curing Homesickness* in just under three years through fundraising appeals and the sales of Mum's Sause pizza and pasta sauces, with 50 cents from each product sold going to support the cause.

Coles Chief Sustainability, Property & Export Officer Thinus Keevé said Coles wanted to support children's hospitals and paediatric services to help sick children across Australia.

"Thanks to the support of our customers, Coles has already raised more than \$3.4 million for Curing Homesickness to help fund a wide range of projects across Australia, such as a new paediatric emergency department in Victoria, play therapy toys in WA and SA, and meningococcal vaccines for adolescents living in remote Indigenous communities in the NT."

"However, the need is ongoing and we hope our customers will get behind this important cause to fund vital new projects which can make a real difference to sick children and their families."

Funds raised in **Victoria** will help Monash Children's Hospital to purchase the best technology to deliver its stem cell program for premature babies.

Funds raised in **NSW**¹ will help support the virtualKIDS service at Sydney Children's Hospitals Network and enable John Hunter Children's Hospital in Newcastle to pilot an early transfer home service for Neonatal Intensive Care Unit patients.

In **South Australia**, money raised will help fund Smileyscope virtual reality goggles for use at the Women's and Children's Hospital, which is based in Adelaide but also treats patients from the **Northern Territory**.

In **Queensland**, donations will help fund a pilot program with a child life therapist at The Prince Charles Hospital children's services (Emergency Department, short stay) for a period of two years.

In **Western Australia**, funds raised will be directed to the Perth Children's Hospital Foundation to help fund research, innovative equipment and technology to help give kids with cystic fibrosis a longer life.

Funds raised in **Tasmania** will support clinical research at The Royal Hobart Hospital Women's and Children's Services to improve the medical care and experience of Tasmanian children living with chronic conditions.

Money raised in the **ACT** will further assist the Canberra Hospital Foundation to deliver an In-Home Therapeutic Massage program for parents and caregivers.

For more information about Curing Homesickness, visit www.curinghomesickness.org.

-ends-

For media enquiries, please contact:

Coles Media Relations on (03) 9829 5250 or media.relations@coles.com.au

¹ Exceptions are Coles supermarkets in Deniliquin, Lavington and Albury in NSW where funds are directed to Victoria and Broken Hill where funds are directed to South Australia.