

## **MEDIA RELEASE**

Thursday, 30 June 2022

### **COLES REACHES NEW FUNDRAISING MILESTONE FOR FIGHTMND** ***\$20 million raised in five years***

Coles has reached a new fundraising milestone for FightMND with more than \$20 million raised in just five years to help fund research to find a cure and effective treatments for Motor Neurone Disease (MND).

The milestone comes amid another fundraising record set by Coles Group, with more than \$8.6 million raised at Coles supermarkets and Coles Express for Big Freeze 8 over the past seven weeks.

All funds raised at Coles will be directed to FightMND and will be invested in cutting-edge research projects focused on fast-tracking new MND treatments and driving discoveries towards a cure.

Shoppers in Ballarat led the charge with an incredible \$175,000 raised by the three Coles supermarkets in town. Coles Ballarat Peel St (\$77,000) and Wendouree (\$69,000) ranked first and third respectively as the most generous supporters of the cause, with Sunbury (\$76,000) rounding out the top three fundraisers.

Coles Express Executive General Manager Michael Courtney said Coles was delighted to have raised more than \$8.6 million for FightMND.

"Our team members, customers and Aussie pork farmers are incredibly passionate about raising funds to help find a cure and better treatments for MND and it's now our single biggest fundraising campaign at Coles," Mr Courtney said.

"Through the sale of beanies and Coles' pork, we've raised more funds than ever before and from inner city Melbourne to Albany in rural Western Australia, our team members have been pulling off their own ice bucket challenges in stores, car parks and support centres."

FightMND Campaign Director Bec Daniher thanked Coles, its customers and Australian pork farmers for their support.

"We are so grateful to every single Coles team member and customer who joined us in the fight against the Beast this year and helped raise vital funds for MND research," she said.

"From selling and purchasing Big Freeze beanies and Coles Aussie Pork products, to hosting their own DIY Big Freeze events, the impact of Coles and their customers has been tremendous, and we can't thank them enough."

"It was great to see our beanies in Coles Express stores this year, providing not just a new retail avenue for our beanies but also helping to increase awareness of MND right across Australia."

"And of course, a big thank you to our FightMND Army around Australia for buying their Big Freeze beanies at Coles and Coles Express stores."

Australian Pork Limited CEO Margo Andrae said Aussie pork farmers were proud to continue their support for the cause.

"We are blown away by the response of shoppers showing their support and buying Aussie pork at Coles this year. Our farmers will continue working with Coles to hit new milestones, aid this incredible charity and continue the fight against the beast that is MND."

## TOP FUNDRAISING COLES SUPERMARKETS ACROSS AUSTRALIA FOR BIG FREEZE 8

### Victoria

1. Ballarat Peel St (\$77,388)
2. Sunbury (\$76,460)
3. Wendouree (\$69,448)
4. Greensborough (\$51,389)
5. Airport West (\$49,638)

### SA / NT

1. Mount Gambier (\$41,146)
2. Gawler Green (\$35,258)
3. Mt Barker (\$28,075)
4. Port Pirie (\$27,522)
5. Gawler (\$26,425)

### Tasmania

1. Eastlands (\$38,135)
2. Glenorchy (\$34,150)
3. Devonport (\$31,141)
4. Racecourse (\$28,550)
5. Burnie (\$27,084)

### NSW/ACT

1. Broken Hill (\$35,136)
2. Deniliquin (\$27,618)
3. Albury (\$24,534)
4. Lavington (\$23,975)
5. Wagga Wagga (\$16,925)

### Western Australia

1. Halls Head (\$13,259)
2. Eaton (\$11,993)
3. Baldivis (\$10,309)
4. Meadow Springs (\$10,053)
5. Bassendean (\$9,899)

### Queensland

1. Upper Coomera (\$8,883)
2. Helensvale (\$8,519)
3. Loganholme (\$7,646)
4. Moranbah (\$6,799)
5. Middle Park (\$4,837)

## TOP FUNDRAISING COLES EXPRESS SITES ACROSS AUSTRALIA

1. Euroa (VIC)
2. Bunker Hill (VIC)
3. Narre Warren Nth (VIC)
4. Sunbury (VIC)
5. Newstead (TAS)

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