

Wednesday, 30 September 2020

## **COLES SHOPPERS CHANGING LIVES ONE COIN AT A TIME** *Coin collection dogs raise over \$10 million for Guide Dogs Australia*

They might not bark or move but when it comes to fundraising for one of Australia's most loved and trusted charities, the iconic coin collection dogs at Coles have created a life of their own.

This month, Coles will reach the historic milestone of raising more than \$10 million in loose change just from the coin collection dogs.

The funds raised from the coin collection dogs at more than 800 Coles stores would support the breeding, raising and training of Guide Dogs for Australians with low vision and blindness.

Guide Dogs Australia's CEO Group Dale Cleaver said he was overwhelmed by the support of Coles shoppers who had donated to Guide Dogs by placing coins in the collection dogs.

"Thanks to the generosity of Coles customers and team members, we've been able to provide vital services to thousands of Australians living with low vision or blindness."

"We're incredibly grateful that our iconic collection dogs have been given a warm welcome, and kept well fed, at Coles stores across Australia. It's been an amazing journey since we introduced the first coin collection at Coles many years ago to today having raised more than \$10 million from more than 800 collection dogs across the country."

Coles CEO Steven Cain said Coles was immensely proud of its long-standing partnership with Guide Dogs Australia.

"Coles is committed to helping Australians live healthier, happier lives. For more than four decades, we've been delighted to partner with Guide Dogs Australia to help Australians with low vision or blindness stay connected to their communities with the support of Guide Dogs," he said.

"The popularity and success of coin collection dogs at our supermarkets across the country is a true indication of how much Australians value and trust the contribution of such an important charity."

To celebrate the milestone, some of Guide Dogs Australia's dogs-in-training such as Trainee Support Dog Michael visited Australia's top fundraising collection dogs at Coles stores to thank shoppers and team members.

In addition to \$10 million raised for Guide Dogs Australia through coin collection dogs since 1982, Coles has donated more than \$1 million to the charity from the sales of specially-marked Coles reusable community bags.



**Trainee Support Dog Michael with Coles Petrie Terrace Store Manager Jessica Craven and one of Australia's top coin collection dogs**

**For further information, please contact**

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