

# Media Release

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**31 AUGUST 2022**

## **SOUTH AUSTRALIAN COLES SHOPPERS HELP WISHES FOR SICK KIDS COME TRUE Coles launches statewide fundraising campaign for Make-A-Wish® Australia**

Coles shoppers in South Australia can help grant life-changing wishes for critically ill children in South Australia by contributing to Coles' Make-A-Wish fundraising campaign.

From Wednesday, 31 August until Tuesday, 20 September, customers can purchase a \$2 Make-A-Wish donation card at Coles stores across the state, with proceeds helping to bring hope and joy to sick children when they need it most.

Make-A-Wish works in partnership with sick children, their families and medical teams to design and deliver unique wish experiences.

The program relies on volunteers, donors and supporters to make the wishes of every eligible child come true.

This May, Coles customers and team members in South Australia and the Northern Territory raised more than \$96,000 for Make-A-Wish in just two weeks, and Coles hopes that the September campaign will be even more successful.

Make-A-Wish Chief Executive Officer Sally Bateman said Coles' continued support would change the lives of critically ill children and their families.

"We are incredibly grateful for the fantastic support we receive from the Coles community and thank everyone involved for being part of our Wish Force, helping to make wishes come true," she said.

"With more than 800 kids across Australia currently on their wish journey, including 90 in South Australia, these funds will make more wishes possible, and bring much-needed hope and joy to sick kids and their families."

Each wish is as individual and unique as the child who imagines it. From the simple to the seemingly impossible, our Wish Force has made unicorns fly, sent kids to the moon and even brought dinosaurs back from extinction.

Coles SA General Manager, Pat Zanetti, said Coles was proud to continue its partnership with Make-A-Wish after seeing how enthusiastically Coles team members supported the program earlier this year.

"It has been wonderful to see the support for the very important work Make-A-Wish does for families and children with critical illness, and I am so thankful for the South Australian community for their generous donations in our last wave of fundraising," he said.

"We encourage our customers to get behind Make-A-Wish once again by purchasing a \$2 donation card and help make a real difference in the lives of these kids."

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**For further information, please contact**

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