

Media Release



Monday, 29 March 2021

SHELL COLES EXPRESS LAUNCHES FREE KIDS ACTIVITY BOOKLET AND COLLECTABLE STICKERS FOR THE GREAT AUSSIE ROAD TRIP

As more Aussies explore their own backyard than ever before, Shell Coles Express is helping parents to fight backseat boredom with an interactive activity booklet featuring free games, colour-ins and collectable stickers to entertain and engage young holidaymakers.

From today, Shell Coles Express customers can collect a free activity booklet full of games designed to educate little minds about Australia's rich natural beauty and native animals. Each week there will be a new sticker depicting a famous Australian landmark to collect, which will also unlock exclusive offers and deals for parents.

Keeping the kids entertained on road trips is a common challenge, with new Shell Coles Express research showing 67% of customers say their kids get bored on car trips, with 60% of kids also regularly using electronic screens on long drives.

Coles Express Executive General Manager Michael Courtney said the booklet and collectable stickers were designed to inspire kids to learn when on the road with their families.

"We know that more than 60% of Australians are planning on taking a holiday in the first half of 2021¹, and with international borders still closed, many families will soon take the opportunity to pack up the car and explore their own backyard," he said.

"We're delighted to have created a fun and engaging way for kids to learn more about the world around them, in the back seat of the car.

"Each week, we'll be releasing a collectable sticker inspired by famous Australian landmarks, with customers also able to pick up free products and in-store discounts as they complete their collection."

The Great Aussie Road Trip features artwork and learning activities from Bundjalung/ Biripi Artist Nikita Ridgeway of Boss Lady Design & Communication, helping kids learn about Australia's rich Indigenous history and culture.

"I am excited to be a part of this project bringing an Aboriginal lens to the great Aussie road trip," she said.

¹ [Beyond COVID-19: Rise of domestic travel and tourism in Australia – KPMG](#)

"This project engages our youngest Australians and allows them to learn about the wonders within their own country at a vital time in their learning and development. The artwork gives kids an opportunity to learn and understand more about Aboriginal Australia."

Great Aussie Road Trip booklets are now available at all Shell Coles Express stores, with a new Australian Landmark sticker released each week until May 2, offering weekly prize giveaways including free coffee, banana bread and fuel discounts, starting from 5 April.

-ends-

For further information, please contact

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