



MEDIA RELEASE

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COLES PARTNERS WITH AUSSIE ARK TO RAISE FUNDS FOR AUSTRALIA'S ENDANGERED KOALAS WITH NEW FREE E-BOOK

Australia's iconic native animal, the Koala, is taking over Coles supermarkets this Easter as Coles bands together with conservation organisation Aussie Ark to raise much-needed funding for the protection of Aussie wildlife and specifically, Koalas, who are facing extinction in New South Wales and Queensland.

Australia's much-loved koalas have now been officially classified as 'endangered' after widespread bushfires, drought, floods and land clearing destroyed much of their eucalyptus-rich habitat. Approximately 80% of Koala habitat has been lost and at the current rate of decline, some species of Koala could be extinct by 2050.

To help raise funds and teach future generations on the importance of protecting our wildlife, Coles has launched its first-ever free children's e-book called - The Picky Little Koala –which is aimed for children between 5 and 8 years.

For every download of the free e-book between now and 19 April 2022, Coles will donate \$1 to Aussie Ark, up to \$100,000¹.

The Picky Little Koala tells a story of Kelly the Koala's journey to find the perfect home, all thanks to the support of Aussie Ark and their work in preserving and expanding Koala habitats. Illustrated by Brisbane-based Adam Nickel, who is famous for his mid-century style illustrations, the e-book inspires readers with a nostalgic playfulness and explores the habitats created by Aussie Ark's Wildlife Sanctuary.

As part of its on-going partnership with Aussie Ark, Coles will continue to donate 5 cents from the sale of every So Soft & Strong Facial Tissues box sold to Aussie Ark to support its vision of creating a long-term future for Australia's threatened wildlife. The tissue boxes feature artwork of the endangered brush-tailed rock wallaby and the koala, created by wildlife artist and Aussie Ark advocate James Hough.

Aussie Ark President Tim Faulkner said the organisation is delighted to be working with Coles to help make a difference to Australian wildlife facing extinction.

"We are so proud to be working with Coles on this fantastic initiative that not only educates families and future generations on the plight of our iconic koala and all Australian wildlife, but also raises funds to support our programs, such as preserving and expanding koala habitats and protecting against feral pests, weeds and fires," Tim said.

"Koalas are iconic around the world and loved by all Aussies. Sadly, like many Australian species they are on a downward spiral and are disappearing before our very eyes. Bushfires, floods, deforestation, disease, urban sprawl and feral predators are all squeezing our wildlife. It is up to us to protect them.

"Our on-going partnership with Coles will enable us to raise money through products Australians buy every day, such as tissues, and now through a free and educational e-book for the whole family to enjoy. So, while reading to your own little ones this holiday season, know that you'll be helping protect Australia's iconic wildlife."

¹ From 30/03/22 to 19/04/2022. Final donation amount is capped at \$100,000. Coles is not responsible for any third-party associated fees which may apply. Full T&Cs available at www.coles.com.au/aussieark

Coles Chief Marketing Officer Lisa Ronson said Coles was pleased to expand its partnership with Aussie Ark with a new Easter campaign that aims to raise awareness and funding for the protection of endangered and threatened Australian species.

"At Coles, we really value our partnership with Aussie Ark and the opportunity we have to assist in the recovery of our endangered species for future generations to come, particularly after seeing the devastating impact of bushfires and recent flooding on native animal species," Lisa said.

"The Picky Little Koala e-book is completely free and comes at a time when we're looking for new and easy ways to entertain kids over Easter holidays, and what better way than to share the story of Kelly the koala to remind everyone of the importance of protecting our wildlife. This is just one of the many projects Coles is undertaking in our mission to become Australia's most sustainable supermarket."

Aussie Ark is located in the Barrington Tops region of New South Wales, an area that was the epicentre of the 2020 bushfires. With their facilities spared from the fires, Aussie Ark had the unique opportunity to work on the frontline to rescue and rehabilitate native species while providing hundreds of kilograms of food for displaced wildlife.

Download a free copy of The Picky Little Koala e-book from Apple Books and soon on Google Play. For more information visit: coles.com.au/aussieark

The So Soft & Strong Facial Tissues in Eucalyptus are available at Coles supermarkets across Australia and through Coles online at shop.coles.com.au.

For more information about how Aussie Ark and Coles are working together to support our wildlife, visit coles.com.au/aussieark

For further information, please contact:

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About Aussie Ark

As a not-for-profit organisation, Aussie Ark raises the necessary funds to continue its ambitious vision. Investment allows for the construction of captive facilities and predator proof fencing on semi-wild parcels of land. Aussie Ark is a registered environmental organisation and charitable institution under the Australian Charity and Not-for-Profit Commission. Aussie Ark has deductible gift recipient status (DGR status) and is registered for GST purposes. More information at www.Aussieark.org.au