

Monday 9 February

Coles to donate this Friday's profits to Victorian Bushfire Appeal Fund

Coles will donate this Friday's (13 Feb) profits from its 750 stores nationally to the Government's Bushfire Appeal Fund in partnership with the Red Cross.

Customers will also be able to donate to the Victorian Bushfire Appeal Fund at all Coles stores. Donations can be made at all Coles supermarket checkouts from today.

Coles Managing Director Ian McLeod said the bushfire tragedy had touched a number of Coles team members, some of whom have lost loved ones in the fire, and a number who have lost their homes.

"Like everyone in the community, we've been shocked by the devastation these fires have wrought, and we extend our deepest sympathies to those who've suffered loss in this terrible event," Mr McLeod said.

Mr McLeod said the size of this Friday's donation would depend on customer support, but could be several million dollars.

"We hope Australians will help us make this Friday's donation as substantial as possible."

Coles has been helping ground level relief agencies over the weekend, providing essentials such as food, water and toiletries, and will continue to provide additional local support as needed.

**Further information,
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