

Embargoed until 12.01am Wednesday, 19 October 2016

COLES LAUNCHES FUNDRAISING IN SA FOR VOLUNTEERS IN EMERGENCY SERVICES

South Australian residents will be able to help communities affected by natural disasters by making a donation at their local Coles supermarket and showing their support for volunteers who perform critical rescue work across South Australia.

From today until Tuesday, 1 November, customers in South Australia can donate to the State Emergency Service Volunteers' Association at Coles, with funding going towards training and developing volunteers in the event of an emergency and natural disaster.

Coles State General Manager Dave Pieters said: "We are incredibly grateful for the volunteers who continually rise to the occasion and lead the service at local level, which we saw during the recent flooding and extreme storms.

"We're making it easy for our customers to offer their support by enabling them to donate directly at our checkouts in South Australia," he said.

South Australia's S.E.S. Volunteers' Association Executive Officer Susan Caracoussis welcomed the support from the community in assisting their efforts in responding to the devastation caused by natural disasters.

"The S.E.S represents the courageous volunteers who respond to a wide range of emergencies and rescues across the state 24-hours a day, seven days a week, 365-days a year," said Susan.

"In the past six months alone, the S.E.S has responded to over 9000 calls for assistance due to severe storms and flooding. By donating to the cause, Coles customers are helping us to invest in our volunteers and provide the necessary training and development required to allow them to continue supporting their local communities."

South Australia's S.E.S has 67 volunteer units responding to extreme weather and flooding events across the state and work closely with other rescue services, such as the Country Fire Service (CFS) during major bushfires.

Coles has more than 55 supermarkets across South Australia and is committed to helping communities affected by natural disasters.

The fundraising comes ahead of Coles' involvement in Brand South Australia's "I Choose SA" campaign. As part of the campaign, Coles will celebrate its great SA suppliers by hosting a range of activities in our stores and offering great deals on much-loved SA brands.

Coles has also invited 14 South Australian food producers – such as Balfours, Cibo, Moo Premium, Spring Gully, Barossa Fine Foods, Vili's and San Remo - to come into its stores to showcase and promote their local products throughout the week.

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For more information, please contact Julia Balderstone at Coles Corporate Affairs on 0409 570 107 or Julia.Balderstone@coles.com.au