

Tuesday 10 February

Shop on Friday and help support Victoria's bushfire victims

Coles is asking customers to plan their supermarket shop for this Friday (13 Feb), to help raise badly needed funds for the victims of the Victorian bushfires.

Coles, BiLo, Pick N'Pay and Coles Online are donating this Friday's profits from all stores nationally to the Bushfire Appeal Fund, and hope to raise between two and four million dollars.

Coles Managing Director Ian McLeod said he hoped customers would plan to do their grocery shopping this Friday.

"Our customers often have set days for their supermarket shopping, but we're asking people to change their habits this week and to do their shopping on Friday, to support this special fundraising event," Mr McLeod said.

"The more people who support this Friday's fundraising, the bigger the donation we'll be able to make."

Mr McLeod said stores were already preparing for the day.

"There'll be extra team members working in stores to help manage what we hope will be a very busy day. We've also ordered extra stock deliveries into stores."

Coles is continuing to support ground level relief agencies, providing essentials such as food, water and toiletries. Coles today gave \$30,000 to the Salvation Army and the Australian Red Cross to help provide immediate food relief to those affected by the bushfires.