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COLES GOES BANANAS TO SUPPORT LITTLE ATHLETICS

To celebrate Aussie-grown bananas for National Banana Day, Coles will donate 10 cents from every kilogram of bananas sold at its supermarkets today to Little Athletics.

The donations for Little Athletics will mean that for the first time, talented young athletes with disabilities can attend a national camp at the Australian Institute of Sport in Canberra this year.

Olympic champion hurdler and Coles ambassador Sally Pearson urged local residents to support the appeal for Little Athletics by buying bananas at Coles today.

"Throughout my career, I've been lucky enough to attend clinics and camps, which have really helped me with my technique and development. I'm glad that thanks to Coles' support, a number of young athletes with disabilities will also have these opportunities by being able to attend the Little Athletics national camp this year," she said.

"It's important that Little Athletics is accessible for all athletes and all kids are given the same opportunities to make the most of their talent."

"National Banana Day is not only a great way to celebrate Aussie bananas – it's also a fantastic way to support our athletes of the future. Local residents can tuck into a banana from Coles today, knowing they'll be helping a good cause."

Little Athletics Australia CEO Martin Stillman said the funds raised from the banana sales at Coles today would help a number of young athletes with disabilities.

"For some time we've wanted to be able to ensure athletes with disabilities can attend our national camp. Thanks to the generosity of Coles and its customers today, this will now be possible," he said.

In addition to supporting Little Athletics on National Banana Day, around 350 Coles stores across Australia have donated more than 2 million bananas to Little Athletics centres since September 2017 to provide kids with a healthy snack during training.

Over the past six months, Coles has also provided more than \$800,000 in grants for new sports equipment to over 210 Little Athletics centres across Australia.

Funds for the grants are raised through the sale of specially-marked chiller bags designed by Aussie kids. For every bag sold, 25 cents is directed to the Coles Little Athletics Community Fund to provide sports equipment grants.

For further information, please contact Coles Media Line (03) 9829 5250 or media.relations@coles.com.au