

Wednesday, 3 July 2019

## Coles launches "Mum's Sause" for a good cause

**Fifty cents from the sale of every jar will go towards helping kids in hospital**

From today, Coles customers can buy a delicious new pasta sauce called Mum's Sause which has been created to help raise funds for a new initiative to help sick children in hospitals across Australia.

Australian children and young people account for almost 1 million hospital admissions each year<sup>1</sup> and 50 per cent of hospitalised children suffer from moderate to severe levels of homesickness.<sup>2</sup>

Curing Homesickness is a new fundraising initiative that brings children's hospitals from across Australia together to get sick kids home from hospital sooner or make their hospital stay easier.

Customers can buy a jar of Mum's Sause for \$3 knowing that fifty cents per every jar sold will be donated to a children's hospital in the state or territory that the jar was purchased.

The hospitals to benefit from the funds include the Monash Children's Hospital in Melbourne, the Sydney Children's Hospital, Randwick and The Children's Hospital at Westmead, the Prince Charles Hospital in Brisbane, the Royal Hobart Hospital, the Perth Children's Hospital, the Canberra Hospital, and the Women's and Children's Hospital in Adelaide.

The funds will help with the purchase of state-of-the-art equipment and technology, groundbreaking research, support programs to distract and entertain kids in hospital, enhance hospital wards and rooms.

Coles Chief Property & Export Officer Thinus Keeve said mum's cooking is often what kids missed most when they are in hospital so Mum's Sause has been developed to taste just like home cooking.

"Mum's Sause represents an amazing way for us to fundraise for children's hospitals in a co-ordinated way across Australia. It has national reach but also has a local impact for sick children in every state and territory," Thinus said.

"It's a new product developed specifically to raise funds for children's hospitals and it's going to be sold in more than 800 Coles supermarkets.

"It has real ingredients, no added sugar or artificial nasties. It uses Mum's secret ingredient, pumpkin to give it a natural sweetness and be delicious for the whole family."



<sup>1</sup> Australian Institute of Health and Welfare 2018. Admitted patient care 2016–17: Australian hospital statistics. Health services series no. 84. Cat. No. HSE 201. Canberra: AIHW.

<sup>2</sup> Thurber CA *et al.* *Children's Health Care* 2007;36(1):1-28; Thurber CA & Walton E. *Am Acad Pediatr* 2007;119(1):192.; Stroebel M *et al.* *Rev Gen Psychology* 2015; <http://dx.doi.org/10.1037/gpr0000037>.

CEO at Sydney Children's Hospitals Foundation, Nicola Stokes, said, "Even though we know that kids get homesick when they are in hospital usually the focus is on treating their medical condition, so this is the first time it has been the focus of a fundraising campaign."

"We developed the idea because our Foundation was exploring how we could make more of a difference to the emotional wellbeing of sick kids, as well as raising funds for vital equipment, ground-breaking research and excellent clinical care. When I shared our idea with colleagues at other hospital foundations across Australia, they wanted to be involved and they immediately offered to collaborate with us to deliver national impact for every child and every community.

"There's something about the campaign that really seems to resonate with everyone, and that's how Coles got involved. Coles is a generous and longstanding supporter of our Foundation and when we invited them to come on board, they went above and beyond! They not only created a unique product of Mum's Sause, they made sure it had a four-star health rating and even tested it with some our patients and their mums, who gave it the thumbs up!"

***For further information, please contact Media relations at Coles on 03 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)***