

26 July 2019

FOOTY FANS DANCE FOR A CHANCE TO WIN BIG AT THE MCG

Coles to raise money for Salvation Army and Magpie Nest through the Little Shop App

Footy fans will be putting on their dancing shoes at the MCG tonight for the chance to win the most coveted Little Shop collectables that money can't buy. The competition is in celebration of the popular new Little Shop app which has hit the number 1 spot in the family app category in the app store.

The Little Shop app brings to life the mini groceries customers can collect at Coles for every \$30 spent and converts them into little dancing characters like Happy the Vegemite band leader, Doris the Finish dishwasher grandma and Chuck the Choc Chip Cookie carpenter who each have their own fun groovy dance moves. In total there are 30 fun dance characters to unlock – fans can scan their minis using the app to bring the unique characters to life and compete in a dance-off with their family and friends.

Tonight, Coles will be giving away Limited Edition Gold Little Shop sets including the rare mini gold trolley, as well as a chance to win one of 10 Coles Gift Cards worth \$1000 each. The prizes will be awarded to the best dancers in the crowd, who will dance-off on the hallowed turf of the MCG in front of the huge crowd of more than 80,000 fans expected at the Collingwood versus Richmond AFL match.

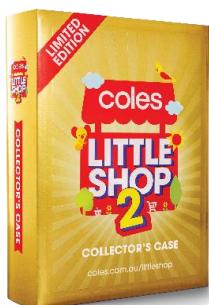
Real life Little Shop characters and dancers will be searching the crowd on the concourse and in the stands of the MCG on Friday night before the game to find the best dancers to strut their stuff and boogie on the MCG at quarter time.

Coles Chief Marketing Officer Lisa Ronson said the app was designed to bring to life the incredibly popular mini groceries that are taking Australians by storm at Coles right now.

"We can't wait to see the dance moves of footy fans on Friday night, the ten best dancers will win the most sought after limited edition gold Little Shop sets including the rare gold trolley. And if they really bring it on the dance floor they can win a \$1000 Coles Gift Card," she said.

"We are delighted that the fun activities of the night will go towards a great cause, with Coles donating \$1 for every download on the night to the Magpie Nest and the Salvation Army to help fight homelessness across Melbourne."

All downloads of the app made from anywhere in Australia between 5pm and 10pm on Friday 26 July will be included when calculating the total donation amount.



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