



Thursday, 6 February 2020

## Media Release from the Australian Football League

### The AFL and Coles announce major five-year partnership

The AFL today welcomes an exciting new partnership, announcing Coles as the Official Supermarket of the AFL and AFLW in an exclusive five-year deal.

As the new premier partner of the AFL, Coles is investing in both women's and men's football from grassroots local footy to the elite professional game, with the alignment of a healthy lifestyle at the heart of the partnership.

Across the partnership, Coles and the AFL will work together and focus on issues that are of importance to both organisations, including health, nutrition, inclusion and community support, ensuring 'Good things' are prioritised at all levels of the game.

The famous Coles red logo will also take centre stage on the centre circle from the start of the 2020 AFL Toyota Premiership Season.

In addition to the partnership, Coles will support the AFL's State Of Origin Bushfire Appeal Double Header, with Coles volunteers to assist with fundraising for the AFL's Community Relief Fund, which will help rebuild and repair facilities at affected communities around Australia.

AFL General Manager Commercial Kylie Rogers welcomed the partnership with Coles and the extra support for the AFL's Bushfire Community Relief Fund.

"We are thrilled to be uniting with one of Australia's most recognisable and trusted brands. The partnership is a natural fit, with both the AFL and Coles dedicated to giving back to local communities and providing opportunities for all Australians," Ms Rogers said.

"Our commitment to each other ensures we can continue to invest back into our sport to promote participation and growth at all levels of the game."

Coles Chief Marketing Officer Lisa Ronson said the partnership would help promote the development of the game in communities across Australia.

"As two Australian organisations with more than 100 years of history behind us, Coles is delighted to be embarking on this journey with the AFL family. Coles' purpose to sustainably feed all Australians and help them live happier, healthier lives is very much aligned to the positive influence the AFL has across the country," Ms Ronson said.

"This partnership will help make a positive difference to the enjoyment of the women's and men's games which are loved, played and watched by so many of our customers and team members."

[Click here for vision of Coles centre circle](#)

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