



Coles and Aussie farmers raise over \$500,000 for MND

Coles and its pork producers have together raised nearly \$520,000 to fight motor neurone disease following a national campaign on pork sales.

The fundraising result for FightMND represents a 57% increase on last year, making Coles again the biggest corporate donor to the charity.

Over nearly six weeks, Coles donated 10 cents from the sale of each pack of fresh pork at over 800 Coles supermarkets. In addition to Coles' donation, Coles' Aussie pork farmers donated to the FightMND foundation during the appeal.

Coles Chief Executive Commercial and Express, Greg Davis, said customers' response to the FightMND appeal was fantastic.

"Australian pork is one of the most delicious, versatile meats to enjoy at this time of the year and it was great to see so many customers buying Coles Brand fresh pork while also supporting such a worthy cause," he said.

FightMND's CEO Jamie Howden thanked Coles, customers and pork producers for their generosity.

"The partnership between Coles, Australian Pork Limited, Aussie pork farmers and FightMND has gone from strength to strength this year.

"Through the generosity of Coles, the farmers and the Australian public who purchased fresh pork products during the campaign, FightMND will now commit the money raised to more world class research projects to find effective treatments and a cure for MND."

Statistics show that across the country every day, at least two Australians die of MND and two people are diagnosed with the debilitating illness.

Coles' ten cent donation applied to around 40 different types of packs of Coles Brand pork - from spare ribs, sirloin steak, scotch fillet, loin chops, roasts, schnitzel, cutlets and mince.

The fundraising appeal at Coles coincided with FightMND's Big Freeze at the MCG – an event instigated in 2015 and staged on the Queens' Birthday holiday each year raising awareness and funds for MND medical research to find effective treatments and a cure for the disease.