MEDIA RELEASE

BBQs Nationally Fire Up for the Coles Great Aussie Sausage Sizzle

Coles set to raise more than $100,000 for the McGrath Foundation

October 2009

Coles is asking Australians to throw on their aprons and grab a pair of tongs to help celebrate the launch of the *Coles Great Aussie Sausage Sizzle* to support the McGrath Foundation[1].

From 14 to 20 November, Coles hopes to raise $100,000 to support the McGrath Foundation, by donating 50 cents from each specially-marked pack of its new Coles Butcher range of Sausages – that's over 200,000 packs of snags!

During this week Coles will encourage families, schools, sporting clubs and workplaces to fire up the barbie and host their own *Great Aussie Sausage Sizzles,* while celebrating with sausage sizzles in more than 150 Coles stores nationwide.

The *Coles Great Aussie Sausage Sizzle* marks the launch of the new and improved range of Coles Butcher sausages that have been quality tested to guarantee customer satisfaction. The range includes the award winning pork sausage, their best ever reduced fat sausage and a range of new flavours that Australians will love including; Beef and Caramelised Onion, Italian Pork and Chilli Beef. The specially marked Coles Butcher sausages are available from $4.49 at all stores nationwide.

Glenn McGrath, Co-Founder and Chairman of the McGrath Foundation, said the *Great Aussie Sausage Sizzle* is an occasion to get together to support a worthy cause.

"There is nothing more Australian than a BBQ, so we're delighted to have Coles' support by hosting the *Coles Great Aussie Sausage Sizzle.* We're really hoping communities around the nation will take part to show their support for the McGrath Foundation," Glenn said.

Amber Collins, Coles' Housebrand General Manager said Coles hoped to raise more than $100,000 from the *Coles Great Aussie Sausage Sizzle* to help fund additional McGrath Breast Care Nurses right across Australia.

"We're excited to launch the *Coles Great Aussie Sausage Sizzle*. Not only does it support a worthwhile cause, it's about bringing families and communities together, so I think it'll be a lot of fun too," Ms Collins said.

"Our Mums Panel members are particularly looking forward the initiative, with many already planning *Great Aussie Sausage Sizzles*".

Anna Kortekaas, member of the Coles Mums' Panel[2] will be one of many mums on the panel registering to host a Coles *Great Aussie Sausage Sizzle* with family and friends to raise money for the McGrath Foundation.

"Jane McGrath is a great inspiration to all of us on the Coles' Mums Panel, and I'm looking forward to doing my bit to raise money and help continue Jane's vision of a breast care nurse for every woman in Australia diagnosed with breast cancer and her family," Mrs Kortekaas says.

How to get involved during 14 to 20 November:

- Host your own *Great Aussie Sausage Sizzle* and ask guests to make a donation. Register at www.colessausagesizzle.com.au to receive a fantastic event kit, including a 50% off coupon for your purchase of Coles Butcher sausages to kick start your event
- Purchase specially marked Coles Butcher Sausages – 50 cents from each pack purchased will be donated to the McGrath Foundation between 14-20 November 2009
- Drop into one of the Coles stores hosting a *Great Aussie Sausage Sizzle* and pick up a snag

For more information, visit www.colessausagesizzle.com.au.

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[1] ***The McGrath Foundation*** *was founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer. The McGrath Foundation aims to raise money to place McGrath Breast Care Nurses right across Australia as well as educating young women to be breast aware. To find out more about the McGrath Foundation and how you can help make a difference, please visit www.mcgrathfoundation.com.au.*

[2] ***Coles Mums' Panel*** *is a national online forum of mothers who test Coles housebrand products against leading brands. Formed in 2008 and now with 2500 mums providing vital feedback, the industry-leading partnership ensures Coles customers can buy housebrand products with confidence.*

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