coles

MEDIA RELEASE

Coles Cares for Kids this festive season

November 2010

Share the Christmas spirit this festive season by supporting the Royal Children's Hospital Foundation through the Coles Cares for Kids campaign.

From 1 to 28 November, Queensland based Coles customers can purchase their Christmas gift cards with the knowledge that all proceeds will be directed to the Royal Children's Hospital Foundation.

Coles Zone General Manager, Mark Scates said that while Christmas time is most kids' favourite time of year, it's especially tough for those who have to spend the holidays in hospital.

"Christmas can be a particularly hard time of year for sick children and their families, so we wanted to introduce a way to support those who need it most," Mr Scates said.

"Coles customers have the opportunity to give back this Christmas, by purchasing packs of gift cards knowing that the money raised will benefit children in need."

Customers can also make a donation at any Coles Supermarket register in Queensland.

Royal Children's Hospital Foundation CEO, Karenlee Spillane said all proceeds will go directly towards funding ground-breaking pediatric research, equipment, volunteer and entertainment services to support families and lift kids' spirits while they are in hospital.

"Every donation counts, so we're extremely pleased that Coles and its Queensland customers are getting on board to help us work wonders for the 30,000 sick kids from all over Queensland who pass through our doors each year," Ms Spillane said.

"It's great to see that the community can have a direct impact on the wonderful work of our staff, researchers and volunteers by participating in such a fantastic initiative."

The Royal Children's Hospital Foundation invests in vital research leading to faster diagnoses, better treatments and ultimately cures for childhood illness and disease.

Funds also assist a team of more than 500 dedicated volunteers who help deliver patient care and entertainment services to support parents and bring smiles and laughter to sick children.

Available in packs of 8 for RRP $4, look out for the specially marked Coles Cares for Kids gift cards at all Queensland and Northern New South Wales Coles Supermarkets, and help give back this festive season.