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MEDIA RELEASE

COLES CARES FOR KIDS THIS CHRISTMAS

November 2009

Coles is making it easy to give back this festive season with the “I care for kids at Coles this Christmas” campaign for the Royal Children’s Hospital Foundation.

Until Monday 21 December, bauble tokens will be available for $2 at every Coles register in Queensland, with all proceeds going to the Royal Children’s Hospital.

After purchasing one of the many coloured baubles, Coles customers can write a message of support which will be displayed along the Royal Children’s Hospital walls to help bring some Christmas cheer to all the young kids and their families that are not able to make it home this year.

Coles Zone General Manager, Mark Scates says that Coles has been a long-time supporter of the Royal Children's Hospital and are delighted to be raising money for such a worthy cause.

“Christmas is a time of giving and thinking of others however, our busy lives can sometimes make this difficult,” Mr Scates said.

“We wanted to initiate a way of giving back that is easy and festive, and giving a bauble with a special message is the perfect way to bring some Christmas cheer to the halls of the children’s hospital, and raise money to help kids with cancer at the same time.”

Royal Children’s Hospital Foundation CEO, Karenlee Spillane, said all proceeds from the bauble tokens will go directly towards oncology research and equipment at the Royal Children’s Hospital.

“With Coles’ support, our talented researchers and clinicians can continue to search for answers to some of the most challenging questions about cancer cells in children, and in turn help make the lives of sick kids and their families a little easier,” she said.

Grab a Christmas bauble at your local Coles checkout and help bring a little Christmas cheer to a sick child this year.

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