MEDIA RELEASE

Yellow is the new green this August

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Put away your green shopping bags for a month and spice up your shopping life with a bright yellow carry bag this August to help raise funds for cancer.

Coles is releasing a limited edition yellow reusable shopping bag in time to support this year's Daffodil Day – the annual fundraising event of Cancer Council Australia – so you can be environmentally aware and fashion conscious at the same time.

The vibrant bags feature white daffodils and will be a welcome splash of bright spring colour this winter. Available from 28 July until 31 August, all profits from the sale of the bags will go towards Cancer Council Australia's efforts in research, education and patient support programs.

Daffodil Day on Friday 22 August is the largest merchandise-based fundraising event of its kind in the southern hemisphere. The daffodil is the international symbol of hope for all touched by cancer, and Daffodil Day aims to help change attitudes about cancer and to support those with the disease and their loved ones.

Coles customers have raised more than $5 million for Cancer Council Australia through Daffodil Day since 1996.

This year, the aim is to beat last year's total of more than $950,000 with the sale of the yellow bags, daffodils and Daffodil Day merchandise in stores. You can also make a donation to Cancer Council Australia at Coles check-outs.

The yellow bags are available at all participating stores for $2 each. With only 150,000 being released, you'll have to get in quick to go yellow, lighten the look of grocery shopping and raise money for Daffodil Day.

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