

Media Alert

coles

Good things are happening

Thursday, 6 September

SECOND LITTLE SHOP SWAP DAY TO HELP CUSTOMERS COMPLETE COLLECTIONS ***Coles to hold 45 swap events this Saturday***

Due to the overwhelming popularity of Little Shop, Coles has announced a second official swap day this Saturday, 8 September at 45 supermarket locations across Australia to help mini fans complete their collections before the campaign ends.

Over the past seven weeks, Little Shop has captured the imagination of Aussie shoppers who are having fun swapping and sharing their miniatures to create collectable communities across the country.

Now customers will have this final official opportunity to swap their collectables to help them find the minis they need to complete their sets, whether that is a little packet of Lipton Tea, a mini jar of Vegemite or any of the 30 mini groceries available to collect.

Little Shop collectables are quickly running out but there are still a limited number available at Coles supermarkets, with customers able to collect one free miniature grocery item for every \$30 if available. Among the minis are fewer than 400 little "Big Red Hands" to be found which award shoppers with a \$100 Coles supermarket voucher.

Coles is also giving customers the opportunity to be recognised as the Coles Ultimate Little Shopper and win up to \$10,000 worth of groceries by uploading a photo or video to Instagram with a caption of no more than 25 words, along with the hashtag **#ultimatelittleshopper**. The competition will close 8pm tonight, Thursday 6 September 2018.

For more information on swap day store locations and times and the Coles Ultimate Little Shopper competition visit www.coleslittleshop.com.au.

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