

Media Release

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COLES UNLEASHES NEW FUNDRAISING CAMPAIGN TO SUPPORT GUIDE DOGS

Coles has unleashed a new national fundraising campaign for Guide Dogs to help support Australians living with low vision or blindness.

Until Tuesday, 21 May, Coles will donate 5 cents to Guide Dogs when customers purchase a dog food product in-store and on Coles Online (excluding pet accessories and treatments and to a maximum of \$300,000).

Funds raised will help support the work of Guide Dogs to continue to breed, raise and train Guide Dogs across Australia, like Isla who supports 21-year-old Karlee from Shoalhaven, New South Wales.

Karlee, who was born legally blind, said having Guide Dog Isla by her side has given her freedom and independence to thrive and navigate the world around her.

"Before receiving my Guide Dog, my independence was limited, and I felt extremely restricted and isolated. My world was getting darker and really felt like it was shrinking. Even leaving my house independently was a challenge and filled me with fear and anxiety," she said.

"When I got my first Guide Dog Olympia, I experienced freedom for the first time. Olympia has since retired and last July I was matched up with Isla who allows me to leave my house with confidence and truly has opened up my world so much. The bond I share with Isla is so special and like no other. We trust each other immensely and have a deep level of communication, which allows us to work together as a team. Isla has given me the gift of independence, freedom and constant companionship which I am forever grateful for."

"Due to my lifestyle, I required a very confident and adaptable dog who could work well in a range of dynamic environments. Personality was another big factor involved in matching. Both me and Isla have very similar personalities. We thrive on being active and love exploring new places."

In addition to purchasing a participating dog food product at Coles during the campaign, customers can also support Guide Dogs by 'feeding' a Donation Dog with loose change at a Coles supermarket or selected Liquorland and First Choice Liquor Market store year-round.

Coles Group Head of Culture & Inclusion Katie Wyatt said Coles is delighted to expand its support for Guide Dogs through the new fundraiser.

"Coles is always looking at ways to make the shopping experience - both instore or online - for our customers more accessible and inclusive and we are proud of our long running partnership with Guide Dogs to improve access for Australians living with low vision or blindness," she said.



"Together with our customers, Coles has already raised more than \$14 million over 40 years through initiatives such as the Donation Dogs at the front of our supermarkets and Liquor stores. We hope this new and exciting campaign will raise further funds and awareness for Guide Dogs."

Dr Russell Harrison, Guide Dogs GM Dog and Vision Services said funds raised will enable Guide Dogs to not only provide Guide Dogs but a range of other inclusive services.

"Creating a world that is accessible and inclusive for people with low vision or blindness is only possible with support from organisations like Coles," he said.

"Coles team members and their customers already show their kindness on a daily basis by 'feeding' our Donation Dogs. This campaign will help continue to fund the breeding, raising and training of Guide Dogs as well as a multitude of other essential services. Our thanks go to the team at Coles and their customers whose generous support is changing lives."

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