

# Media Release

**Monday, 28 October 2024**

## **Spread the word: New Mum's Jam to help sick kids**

A new range of deliciously sweet and tasty fruit jam has hit the shelves at Coles to help raise funds for Australian charity Hospitals United for Sick Kids.

The new Mum's Jam, available in raspberry and strawberry flavours, is an extension of the "Mum's" brand, building on the successful fundraising efforts of the Mum's Sause pizza and pasta sauces which have raised more than \$3 million for Hospitals United for Sick Kids since 2019.

The two new products, made in Australia with fruit sourced from Aussie farms and containing no artificial colours or flavours, are on sale now only at Coles supermarkets and Coles Online for \$4.00, with 50 cents from each jar sold donated to Hospitals United for Sick Kids.

Funds raised will be distributed to a Hospitals United for Sick Kids alliance partner in the state or territory where it was purchased<sup>1</sup> to help children in hospitals get home to the things they miss. These partners are:

- The Common Good (an initiative of The Prince Charles Hospital Foundation) in Queensland
- Sydney Children's Hospitals Foundation and John Hunter Children's Hospital in NSW
- Perth Children's Hospital Foundation in Western Australia
- Canberra Hospital Foundation in the ACT
- Monash Children's Hospital in Victoria
- Women's & Children's Hospital Foundation in South Australia; and
- The Royal Hobart Hospital in Tasmania

Coles General Manager Grocery, Leanne White, said Mum's Jam was created to not only provide a tasty option for customers but also with fundraising in mind.

"Coles is extremely excited to launch our new Mum's Jam range for customers to enjoy and importantly, feel good knowing their purchase will go towards raising much-needed funds for supporting sick kids in a time of need," she said.

"Mum's Jam provides customers with an Australian made range and with a short ingredient list, it's made to taste just like mum would make. We've seen how much the Mum's Sause range has resonated with our customers with its value, taste and alignment to a worthy cause and we are excited to help raise further funds

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<sup>1</sup>Exceptions are Coles supermarkets in Deniliquin, Lavington and Albury in NSW where funds are directed to Victoria, and Broken Hill (NSW) and NT where funds are directed to South Australia.

for Hospitals United for Sick Kids with Mum's Jam, plus offer a quick, easy and delicious staple spread for families."

Hospitals United for Sick Kids CEO Nicky Bowie said the money raised from the new Mum's Jam will benefit its alliance of hospitals, foundations and paediatric services greatly.

"Hospitals United for Sick Kids is incredibly grateful for the support of Coles and its customers who have been championing our cause over the past five years. By choosing to buy a Mum's Sause product, they have helped fund pediatric projects and treatments in every state and territory of Australia," she said.

"We're very excited about the Mum's range expanding into the spreads aisle to help give shoppers more opportunities to help sick kids get home to the things they miss. Every jar of Mum's Jam sold helps make a difference—whether it's funding life-saving emergency equipment for kids or bringing medical care home thereby reducing the stress, cost, and disruption of hospital visits on sick kids and their families."

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