

Media Release

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GRASSROOTS GRANTS TO GIVE LITTLE ATHLETES A HEAD START

Successful grant recipients revealed as Coles launches the Little Athletics Banana A-Peel

Forty grassroots Little Athletics centres have been given a funding boost ahead of the 2023/24 season thanks to the latest round of grants from the Coles Little Athletics Community Fund.

The centres - from Hedland in WA to East Derwent in Tasmania – will share in over \$150,000 to buy a range of essential equipment to support aspiring athletes and volunteers, including hurdles, mats, shot puts, laptops and defibrillators as well as modified equipment for Tiny Tots and athletes with disabilities.

This year's grants take the total contribution from the Coles Little Athletics Community Fund to more than \$2.4 million, with 469 Little Athletics clubs and centres now having benefited from the Fund since it was established in 2018.

The announcement of the latest grant recipients coincides with the launch of the Coles Little Athletics Banana A-Peel starting on National Banana Day on Wednesday, 18 October, with funds raised during the appeal to go towards the next round of Little Athletics grants.

From Wednesday 18 to Tuesday 24 October, Coles, with the support of its Aussie banana growers, will donate 10 cents of every kilogram of Cavendish bananas sold to the Coles Little Athletics Community Fund up to a maximum of \$150,000 to help even more centres buy new equipment.

Coles ambassador and dual Paralympic medallist Jaryd Clifford said having the right equipment for young athletes is vital in helping them to achieve their best and strive for the next level.

"As a former Little Athlete, I know how important grant programs like the Coles Little Athletics Community Fund are to grassroots centres. Grants like these mean volunteers can focus on helping athletes succeed rather than having to spend their time and energy on fundraising to buy essential equipment," he said.

Coles General Manager Corporate and Indigenous Affairs Sally Fielke congratulated the latest round of grant recipients.

"Coles is proud to continue our support of grassroots Little Athletics this season through initiatives like the Coles Little Athletics Community Fund, banana donations and the Little Athletics Banana A-Peel," she said.

"We know the positive impact that Little Athletics has in local communities across Australia and that's why we're delighted to provide over \$150,000 in funding from the latest round of the Coles Little Athletics Community Fund."

Coles Little Athletics Australia CEO Myles Foreman said the grants will make a huge difference to volunteers and athletes alike.

"The Coles Little Athletics Community Fund has provided grassroots Little Athletics with much needed financial support over the past five years," he said.

“These grants have played a vital role in making volunteering easier for parents and helping young athletes to ‘be their best’ by having appropriate and safe equipment for all ages and abilities. It’s made a genuine difference in communities across Australia, and we hope Coles customers can continue to support the Fund by buying a bunch of bananas or two during this year’s Little Athletics Banana A-Peel.”

In addition to providing more than \$2.4 million in equipment grants, Coles has donated over 3.9 million bananas to help fuel young athletes since 2017.

For details of successful recipients visit www.coles.com.au/littleathleticsfund.



Coles ambassador and Olympic champion Sally Pearson with athletes from Burrum and West Bundaberg Little Athletics centres, two of 40 centres to receive a 2023 Coles Little Athletics Community Fund grant.

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For further information, please contact

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