



COLES LITTLE ATHLETICS AUSTRALIA PARTNERS WITH RAW C AND THE SPORTS EXCELLENCE SCHOLARSHIP FUND FOR NEW LITTLE ATHLETICS SCHOLARSHIP OPPORTUNITIES

Coles Little Athletics Australia is proud to announce its brand-new partnership with hydration brand **RAW C – All-Natural Premium Coconut Water**.

Announced in the lead-up to the **2024 Coles Australian Little Athletics Championships**, the partnership between Australian Little Athletics and RAW C will fund seven brand-new scholarships.

The RAW C Little Athlete Scholarships for the 2024 Coles Australian Little Athletics Championships will assist Little Athletes who are experiencing financial hardship with travel expenses when attending the 2024 Coles Australian Little Athletics Championships in Adelaide from 26-28 April 2024.

Funded by RAW C – All-Natural Premium Coconut Water, the Scholarships will be independently administered by Sports Excellence Scholarship Fund (SESF) and will be allocated equally to Athletes travelling to Adelaide from the Australian Capital Territory, New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia. This is Little Athletics Australia's second year in partnership with SESF.

The 2024 Coles Australian Little Athletics Championships will take place from Friday, 26 April to Sunday, 28 April at SA Athletics Stadium in Adelaide, and it's the pinnacle event for Little Athletics in Australia.

The partnership between Coles Little Athletics Australia and RAW C extends to product provision, with all little athletes provided with RAW C's natural coconut products across the two days of ALAC.

CEO of Coles Little Athletics Australia, Myles Foreman says, "We are extremely grateful to have RAW C on board this year and helping little Australian athletes achieve their full potential in leading happier and healthier lives."

"Little Athletics holds a special place in my heart. With this partnership, our goal is to support more Little Athletes across the nation in attending the final Championships and realising their full potential," shares Scott Mendelsohn, Founder of RAW C. "This wouldn't be possible without the invaluable support and scholarship management provided by SESF and their exceptional team. I look forward to building a lasting partnership with the Little Athletics Australia and SESF team for years to come."

The Coles Little Athletics Australia and RAW C partnership will help maintain the positive impact Little Athletics has on the Australian community by allowing talented children, who might not normally have the chance to attend the Australian Little Athletics Championships, to be part of a competition that showcases the best junior athletes in the country.

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About Coles Little Athletics Australia

Coles Little Athletics Australia is the peak body responsible for Little Athletics in Australia, providing leadership, governance and a national framework for Member Associations to grow and develop the sport of athletics across ACT, NSW, QLD, SA, TAS, VIC and WA.

Little Athletics is a modified athletics program for 5yo to 17yo athletes. Little Athletics commenced in 1964 and now boasts 500+ Little Athletics Centres across metropolitan and regional Australia with over 90,000 athletes and a further 60,000 participants. Our motto is Family, Fun & Fitness.

Celebrating 60 years of Little Athletics Australia, the 2024 Coles Australian Little Athletics Championships consists of an U13, U14 and U15 Track & Field Championship including Multi-Class athletes and an U15 Combined Events Championship. Over 1,000 athletes are expected to compete for individual medals and team trophies.

Little Athletics teaches fundamental movement skills that are critical for many other sports. Little Athletics welcomes athletes, their families, volunteers, coaches and officials from all parts of the community including those with physical or cognitive disability. Many of our Centres can cater successfully to a wide variety of needs. Our approach is to fully integrate children's participation without the need for separation wherever possible.

About RAW C

Founded in 2013 RAW C is proudly Australian-owned and provides the community with 100% natural coconut drinks and products. Committed to being not only 100% natural, all RAW C's products are also dairy-free, gluten-free and 100% plant-powered. RAW C operates with the mission to use only single-origin, fresh coconut water. No frozen syrups, concentrates, sugars, additives, sodium, or stabilisers.

About SEFE

The Sports Excellence Scholarship Fund (SESF) invests in the future of Australian sports by providing financial scholarships to support talented young athletes.

SEFS's purpose is to deliver a scholarship program that provides:

- Financial scholarships of \$1,000 each to support school-aged athletes in representing their State of Country at sporting championships.
- Ongoing mentoring opportunities from former scholarship holders and SESF ambassadors.
- Education program through an online Masterclass series to support SESF athletes and school students.