

Woolworths and customers to give a helping hand to drought affected areas

Wednesday, 19 February 2014: Woolworths will partner with The Salvation Army to assist those in drought affected areas with a donation of food and fuel vouchers, as well as matching customer donations.

Woolworths will make a donation of food and fuel vouchers of \$250,000 to be distributed by The Salvation Army.

In addition, Woolworths will match dollar-for-dollar any customer donations made at our stores nationally. The matching funds period will run from today for the next two weeks.

Managing Director of Supermarkets and Petrol, Tjeerd Jegen, said Woolworths has a proud history of helping out Australian families when they need it most.

“We are working with the Salvos to give back to communities who are doing it tough. This will give families hit hard by the drought a helping hand to put groceries in the pantry.

“This is close to our hearts because many families struck by this drought supply Woolworths with fresh food. In fact some of these families are third generation suppliers to Woolworths.

“Our customers are very generous and we are pleased to match customer donations made through our stores. This additional money will be used by The Salvation Army for their work in drought declared areas,” he said

A spokesman from The Salvation Army said many families in drought affected communities required assistance.

“The Salvation Army is actively involved in relief efforts in regional New South Wales and Queensland due to the tremendous burden that many rural communities are facing in these unprecedented periods of drought.

“With long periods of drought taking such a large toll on rural communities across New South Wales and Queensland, The Salvation Army has been mobilising teams to provide support and assistance to these communities.

“We welcome the opportunity to partner with Woolworths, who have made a corporate donation of \$250,000 toward this relief effort. The Salvation Army welcomes their initiative to raise much needed funds through their stores,” they said.

The Salvation Army has four full time Rural Chaplains in Rural New South Wales, two full time Rural Chaplains in Rural North Queensland and four Rural Chaplains in South Queensland.

All donations by members of the public over \$2 are tax deductible.

For further information please contact the:

Woolworths Press Office ph 02 8885 1033

The Salvation Army Media Office ph 02 9266 9820