

## Woolworths' customer donations pass \$200,000 for drought affected areas

**Thursday, 27 February 2014:** Woolworths' customers have again shown their generosity to farmers in drought-stricken New South Wales and Queensland by donating more than \$200,000 so far in the Woolworths appeal.

Woolworths will match these public donations dollar-for-dollar, and in addition has donated \$250,000 worth of food and fuel vouchers to be distributed by The Salvation Army.

This takes our donation total to \$650,000 so far. The customer dollar-for-dollar donation matching period ends next Wednesday 5 March.

Managing Director of Supermarkets and Petrol, Tjeerd Jegen, said Woolworths is delighted to be able to help drought-affected communities.

"Many of these communities are doing it tough and Woolworths is proud to give a helping hand to those currently affected by drought.

"We know that helping people put some groceries in the pantry leaves one less thing to worry about as they deal with some pretty tough times.

"We encourage our customers to give generously to the drought appeal at our checkouts across the nation and we'll match their donations.

"We have a long history of working with Australians on the land and this is an opportunity for Woolworths to help out communities where some families have been working with us for generations," he said.

Major Bruce Harmer from The Salvation Army said "We are encouraged by the generosity of Woolworths and the Australian community for the support they have shown toward farmers and their families who are struggling through the current drought."

The food and fuel vouchers that Woolworths has donated can be used in any Woolworths store or Caltex Woolworths petrol station.

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