

Woolworths feeds fresh talent with Olympics scholarships

Wednesday, 5 August 2015: Woolworths, the fresh food people and proud supporters of the Australian Olympic Team, will offer 10 scholarships to Woolworths team members to help them on the road to Rio 2016, and is calling on other Australian companies to do the same for their staff.

With one year to go to the opening ceremony, Woolworths is offering the scholarships to staff valued at \$10,000, including \$5000 in cash and \$5000 of in-kind support. They will help Olympic hopefuls reach their potential and put them on a firm footing as they compete to be included in the Australian Olympic Team.

Woolworths is the Official Supermarket Partner of the Australian Olympic team.

As one of Australia's largest employers, Woolworths has already identified a number of team members that may find themselves on the plane in less than 12 months ready to represent Australia in Rio.

Woolworths Head of Sponsorship and Events, Karen Madden, said, "Woolworths is a very proud supporter of the Australian Olympic team. We're offering these scholarships to our team to help feed fresh talent and show our support.

"We'd love to see other Olympic sponsors do the same for their staff. Australian companies are traditionally great supporters of our Olympic athletes and I hope Woolworths leading by example will encourage more of them to dig deep," she said.

In addition to being the Official Supermarket Partner of the Australian Olympic team and the Official Fresh Partner of the Australian Olympic team, Woolworths is the Presenting Partner of "Eat like a Champ" program, which encourages school students to follow their Olympian heroes to 'Eat like a Champ' by providing an understanding of good nutrition for sport and good nutrition for life.

The video lessons featuring video content of Olympians are provided in a digital format and are available to download for free from the Resource section of the Olympic education website.

For further information please contact the **Woolworths Press Office** on (02) 8885 1033

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