

# WOOLWORTHS LIMITED

18.01.11

**PRESS RELEASE**

## Woolworths flood appeal hits \$10 million

Woolworths, BIG W and Dick Smith customer donations to the Salvation Army Flood Appeal have now reached more than \$5.3 million, with the company promising to match every customer dollar donated through the checkout until Thursday 20<sup>th</sup> January. The current total donation – customer and corporate – therefore stands at more than \$10 million with three shopping days still to go.

The average individual customer donation has been \$32.74, with \$818,000 pouring through checkouts yesterday alone.

CEO Michael Luscombe said: “We are overwhelmed by the level of generosity as customers dig deep to help out those affected by flooding not just in Queensland but in Western Australia and now also in Victoria. The Salvation Army will be a vital part of the recovery for hundreds of local communities and we hope this donation will go some way to helping that process.”

Woolworths and BIG W stores have also been assisting with local community needs as well as donating food and emergency supplies for evacuation centres.

Employees directly affected by the floods are also being taken care of by the company with assistance packages up to \$5,000 available plus accommodation and electrical inspection vouchers.

Customers can donate via the checkout at Woolworths supermarkets, BIG W and Dick Smith stores across the country or when shopping online at [www.woolworths.com.au](http://www.woolworths.com.au)

- Ends -

**MEDIA CONTACT:** Woolworths Press Office on (02) 8885 1033.

# WOOLWORTHS LIMITED