

Woolworths helps South Australian bushfire affected communities

Wednesday, 7 January 2015: Woolworths has thrown its support behind South Australian bushfire victims with a \$100,000 donation and providing customers the opportunity to donate to the Sampson Flat Bushfire Relief Appeal in any of our stores in South Australia.

From today customers can make donations at the checkout in SA stores, with the donation going directly to South Australians affected by the bushfires, under the direction of the State Emergency Relief Fund Committee.

Woolworths will also make a donation of \$100,000 directly to the fund to assist with rebuilding communities affected by the devastating fires.

Supermarkets in the communities have been providing food and grocery items to the South Australian Country Fire Service and other emergency groups such as Salvation Army and Lion's Club to assist the firefighters and the evacuation centres.

South Australian Acting State Manager, Chris Peters, said, "Woolworths is an active part of South Australian communities. Everyone pulls together when we are struck by natural disasters and Woolworths is proud to be able to help where we can.

"I'd encourage our customers to lend a helping hand if they can by making a donation, large or small. Every cent will go through to the relief fund," he said.

Customers wishing to donate should tell their checkout operator or use one of the donation boxes in store. Donations can also be made in participating Woolworths Caltex stores and Woolworths Online.

For further information please contact the Woolworths Press Office on 02 8885 1033.

-Ends-