

## Woolworths supports the Australian Olympic Team on the Road to Rio 2016

**Friday, 30 January 2015:** Woolworths, the fresh food people, have signed on to be the Official Supermarket of the Australian Olympic Team for the Rio 2016 Olympic Games.

The partnership means Woolworths Supermarkets will support the team as they prepare to represent Australia in the greatest sporting show on earth.

The announcement was made in Melbourne at an Ignite Roadshow, part of the 'Road to Rio' and an opportunity for the Australian Olympic Committee to engage and inspire Olympic hopefuls ahead of team selection. The roadshow allows athletes to meet, enjoy a barbecue and some great Australian fresh food provided by Woolworths.

Woolworths Chief Marketing Officer, Tony Philips, said the partnership was a natural fit for both organisations.

"Woolworths are the fresh food people and we want to help inspire a healthy Australia. Olympic athletes are at the absolute top of their game and we hope together we can inspire Australians to lead fit and healthy lifestyles. Our athletes know the benefits of great fresh, nutritious food and so do we.

"We've been a proud Australian company since we were founded more than 90 years ago. That year Australia sent 37 athletes to the Paris Olympics and they came home with six medals. Woolworths and the Australian Team have come a long way since then and we're very proud to be able to support the team for Rio in 2016," he said.

Chef de Mission of the 2016 Australian Olympic Team, Kitty Chiller, said "On behalf of the athletes, we welcome Woolworths as a valued member of the Australian Olympic Team.

"Food and nutrition are vital for athletes as they strive to beat the best and our Team will benefit greatly from the support of Woolworths. We are all on a winner with Woolies," she said.

The partnership will continue through to the end of 2016 and will include a number of other events and opportunities for Woolworths and Olympic team members to work together.

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

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