

Media Release



Woolworths, The Salvation Army and Adam Goodes 'S.T.A.N.D. Together' for natural disaster relief

Tuesday, 8 November 2016: Australians needing support during times of natural disaster are set to benefit from a new long-term partnership between Woolworths and The Salvation Army.

S.T.A.N.D. (Support Through Australian Natural Disasters) will raise much needed funds to help the community with disaster preparedness, response, recovery and resilience. AFL legend and 2014 Australian of the Year Adam Goodes is taking on the role of Ambassador for the program, as well as being part of the Governance Committee.

Funds will be raised through a combination of Woolworths corporate donations, customer donations and sales of a six pack of bottled water.

Woolworths CEO & Managing Director of the Woolworths Food Group Brad Banducci said; "Many of our customers have benefited from the support of The Salvation Army during times of natural disaster, but they have also been incredibly generous in digging deep to support appeals to raise funds through our stores.

"This program will ensure The Salvation Army has a guaranteed level of funding each year from Woolworths, while our customers can also continue to play their part all year round through the purchase of the S.T.A.N.D. water."

Salvation Army Chief Secretary in Charge Colonel Mark Campbell said; "The support Woolworths and their customers have provided over the years has helped our organisation deliver long-term relief for communities who have been hit the hardest during natural disasters. This commitment guarantees that we can continue to provide this support when Australians need it most."

Adam Goodes will act as an advisor to Woolworths and The Salvation Army on the S.T.A.N.D. partnership and will be the independent voice representing the Australian community for the program.

S.T.A.N.D. Ambassador and Governance Committee member Adam Goodes said; "Natural disasters unfortunately happen all too often in Australia and organisations like The Salvation Army need to be able to respond quickly to ensure communities have the support they need to recover and rebuild.

"I'm pleased to be able to come on board for this program to regularly review, evaluate and provide recommendations to assist S.T.A.N.D. in their fundraising efforts and drive further awareness of the work being conducted during times of natural disasters."

S.T.A.N.D. Bottled Water is the fundraising product for the program. \$1 from each six pack of the 600ml S.T.A.N.D. Australian spring water sold will go to The Salvation Army for natural disaster relief. The water will be available in a majority of Woolworths stores nationwide from this week, with a standard shelf price of \$3.50*.

*In SA/NT the SSP is \$4.10, due to the 10c per bottle Container Deposit Legislation.

For further information please contact **Woolworths** on (02) 8885 1033 or **The Salvation Army** on (02) 9466 3143

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