

Woolworths and OzHarvest celebrate 10 years of partnership with Christmas Appeal

Wednesday, 27 November 2024: Woolworths is proud to mark a decade of partnership with OzHarvest as it launches its annual Christmas Appeal. This year's Appeal aims to raise vital funds to help feed Australians facing food insecurity during the holiday season and beyond.

Customers shopping at Woolworths Supermarkets and Metro stores nationwide can support OzHarvest in a variety of ways:

- **Gift tags that give back:** Two brand new donation gift tags have been specially designed this year to support OzHarvest. Customers shopping in stores can ask for a \$1 or \$2 gift tag at the checkout, which can be used when wrapping presents during the holiday season.
- **Round Up their shop:** Customers who have spent over \$20 at the self serve checkouts will have the option to round up their shop to the nearest dollar. This year, Woolworths will be matching all round up donations to help provide even more meals for people in need*
- **Cookies for a Cause:** Santa Cookies are back in stores for Christmas, with 50 cents from the purchase of every packet donated to OzHarvest.

Every 50c donated enables OzHarvest to distribute a meal to someone across their national network of over 1,500 charitable organisations.

Woolworths Supermarkets Director of Stores, Jeanette Fenske, said: "We understand it's been a challenging year for some families, and while Christmas is a time of joy for many, it can also be a source of stress. Our partnership with OzHarvest has never been more important, and we want to help continue their mission this Christmas to unite to feed Australia and ensure no one goes hungry this holiday season."

"With a shared belief that good food should never go to waste, OzHarvest has transformed surplus food from our stores into 85 million meals to date. We'd like to acknowledge the many thousands of individuals, from our own Woolworths team members, to the OzHarvest drivers and volunteers, to the leaders and volunteers of charitable organisations across Australia, that unite each day, to help feed people in need. Thank you to all involved for your generosity to continue the fight against hunger."

OzHarvest Founder, Ronni Kahn AO said this year is the toughest yet for the charities they support. "We're working hard with our national partner Woolworths, collecting fresh and nutritious food from over 600 stores across the country. The 1,500 charities on the front line of providing food, rely on these regular donations to help feed people in need, but many are struggling to keep up with demand. The OzHarvest Christmas appeal is crucial for getting more meals delivered, as every dollar donated enables us to deliver two meals to someone in need."

For more information about how you can support the OzHarvest Christmas Appeal, head to <https://www.woolworths.com.au/shop/discover/community>.

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For further information, contact Woolworths Media: 02 8885 1033 or media@woolworths.com.au

*Woolworths will match donations made by customers until donations reach \$1.2 million. 100% of the funds raised through donations and matching support OzHarvest in helping feed Australians.