

Media Release

Foodbank's fight to end hunger comes to Woolworths supermarkets

21 August 2012: Next time you shop for the household groceries, you can help feed a person in need at the same time as stocking your own cupboards thanks to Woolworths.

From today for a month, Woolworths has added the option of donating to Foodbank at the same time as you pay for your shopping at the checkout.

As little as 50c will enable Foodbank to provide a meal to someone who is struggling to provide for themselves while \$10 will provide 100 children with a bowl of breakfast cereal.

The process is simple. Just ask for or select the donation option at the till and nominate how much you'd like to donate. For donations over \$2 you will receive a separate tax receipt.

"Announcing the initiative, John Webster, CEO of Foodbank said: "Woolworths is a great partner, assisting us in many ways including being the biggest single donor of food. This new initiative is just another example of how Woolworths is always looking for innovative ways in which they can get behind our work."

Foodbank is the largest hunger relief organisation in Australia and the pantry of the welfare sector. Woolworths and other food and grocery companies donate surplus product to Foodbank for example stock that is excess to requirement or close to expiry, has incorrect labelling or damaged packaging. This enables Foodbank to assist 2,500 welfare agencies to provide 88,000 meals every day.

This rescued stock doesn't totally fulfil the need, particularly for many daily essentials, so Foodbank also partners with the country's farmers, suppliers, manufacturers, retailers and transporters to proactively source a range of staple foods such as breakfast cereals, milk, fruit and vegetables, pasta and rice.

To achieve this Foodbank needs additional funds from the public. The good news is that, with the help of the food industry, for every \$1 donated Foodbank can produce \$7 worth of food.

You can visit Foodbank's website at www.foodbank.org.au or follow it on Facebook at www.facebook.com/foodbankaustralia

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