

Media Release

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GRANT TO HELP UWA LITTLE ATHLETICS JUMP FUNDING HURDLE

Coles is helping UWA Little Athletics Centre to jump a funding hurdle this season with a \$2,300 grant from the Coles Little Athletics Community Fund to buy brand new equipment.

The latest round of funding brings Coles' allocation of sports equipment grants to over \$2 million in three years with this year's grants funded from the sale of Coles' reusable community bags designed by Aussie kids and the sale of bananas sold at Coles' supermarkets on National Banana Day¹ in May.

Fresh off the inspiring performances from Australia's track and field stars at the Tokyo Olympics, the Little Athletics centre in Mount Claremont is hoping new equipment from Coles will help budding athletes fulfill their sporting potential.

UWA Little Athletics Centre President Tony Pekin said the funding will help the centre to survive and thrive through challenging times.

"UWA Little Athletics has enjoyed success in developing athletes that have gone on to represent Australia, however this is not our key focus. We are proud of our record of athlete retention, most particularly, teenage girls," he said.

"To maintain an environment where athletes and parents elect to return to season after season, it is vital that appropriate, well maintained and safe equipment is used. The Coles grant will enable us to update our hurdles and high jump bars so that we can improve the athletes' and volunteers' experiences on competition day which leads to greater retention."

Coles Little Athletics Australia President Andrew Pryor said the grants will help Little Athletics centres to develop the next generation of Olympians as the sport builds towards Brisbane 2032.

"We are entering a very exciting period for Little Athletics following the success of Tokyo 2020 and as we set our sights on Brisbane 2032," he said.

"Around 75 per cent of the Australian track and field team who competed in the Tokyo Olympics and a further 23 percent of para-athletes in the Paralympics, had their start in Little Athletics - that's why support like this from Coles is so important."

"The grants will help ensure little athletes of today have all the resources they need to develop into Olympians of the future, if that is the pathway they choose."

Coles State General Manager Pat Zanetti said Coles was extremely proud of its partnership with Little Athletics Australia and its grassroots clubs and centres in Western Australia.

"We're delighted to continue to support Little Athletics centres in WA through the Coles Little Athletics Community Fund," he said.

¹ For every kilogram from bananas sold at Coles supermarkets on National Banana Day in May, Coles donated 10 cents to the Coles Little Athletics Community Fund.

“Little Athletics centres and their dedicated volunteers play such a vital role in the local community to help kids keep active and healthy. We want to be better together with the community and we’re proud to play our part by providing nearly \$180,000 in sports equipment grants to Little Athletics centres in WA over the past three years.”

More than \$343,000 in sports equipment grants were distributed to 104 Little Athletics centres across Australia in the latest round funding, taking the total contribution of the Coles Little Athletics Community Fund to over \$2 million in just three years.

In addition to providing more than \$2 million in equipment grants, Coles has donated more than 3.6 million bananas to Little Athletics centres since 2017.

For more information about Little Athletics and to register, visit www.littleathletics.com.au.



Coles has provided more than \$2 million in sports grants in three years for Little Athletics Centres to buy new equipment such as junior hurdles.

For further information, please contact
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