

coles **FUNDING RELIEF TO HELP CHERRYBROOK LITTLE ATHLETES STAY ON TRACK**

October 2020

Cherrybrook Little Athletics centre has been given a much-needed funding boost for its upcoming season thanks to a \$2800 grant from Coles.

Cherrybrook Little Athletics centre was one of 158 grassroots sports club across Australia to share in \$521,000 for sports equipment from the latest round of the Coles Little Athletics Community Fund.

It is the single largest round of grants distributed to Little Athletics centres since the Coles fund was established two years ago to support little athletes hoping to follow in the footsteps of Aussie champions like Sally Pearson and Brandon Starc.

The grant comes amid research from the Australian Sports Foundation in July which estimated that over 16,000 local sports clubs were at risk of closing due to reduced revenues and increased costs arising from COVID-19¹.

Cherrybrook Little Athletics' Grant Coordinator Kate Tong said the \$2,800 grant will help get its athletes and volunteers back on track after a tough year.

"The grant will allow us to buy extra high jump top pads which will help reduce the waiting time for athletes to train and compete for this popular event. It will allow us to run our weekly program more smoothly and ensure athletes can maintain social distancing during the COVID period," she said.

Commonwealth Games high jump champion and Coles ambassador Brandon Starc is among the Aussie athletes who have been affected by disruptions and restrictions caused by COVID-19. The former western Sydney little athlete said he hopes the funding will encourage kids to get back on track this season.

"As a former little athlete, I know how much new equipment means to kids who are starting out their athletics careers. It gives kids a chance to compete and train at their best and reach their full potential," he said.

"Coles is passionate about helping kids lead healthier, happier lives. That's why we're delighted to have raised more than \$543,000 in NSW and \$1.68 million nationally for local sports clubs through the Coles Little Athletics Community Fund in just two years."

Coles State General Manager Ivan Slunjski said Coles was pleased to support Cherrybrook's budding athletes and parent volunteers.

"We know it's been a difficult six months for everyone involved in community sport, particularly little athletes. We hope news of these grant to Cherrybrook Little Athletics will give little athletes a morale boost for the season ahead," he said.

Funds for the grant are raised through the sale of specially marked chiller bags designed by Aussie kids, with ten per cent of every bag sold directed to the Coles Little Athletics Community Fund.



Olympic & World Champion Sally Pearson and little athletes with the Coles Community Bags that funds new sports equipment