



**Drakes.**  
*ingredients for every day*



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

### ***DRAKES ARE BRINGING 15 EXCLUSIVE HOT WHEELS® CARS TO AUSTRALIA & YOUR CHANCE TO WIN YOUR HEIGHT IN HOT WHEELS® CARS.***

Drakes Supermarkets have teamed up with Mattel® to bring 15 exclusive, never before sold Hot Wheels® cars to Australia as well as giving their customers the chance to win major Hot Wheels® prizes including your height in Hot Wheels® cars this October.

These exclusive and limited-edition Hot Wheels® cars and have never been sold before in Australia and will be available for Free with every \$60 shop at any Drakes Supermarkets store across South Australia and Queensland.

Each fortnight, there will be 5 released, with 15 in total to collect over the promotion which runs from 4<sup>th</sup> October – 15<sup>th</sup> November.

*“Mattel® and Hot Wheels® are global icons, so for them to give our South Aussie family business this huge Australian exclusive is an absolute honour.”* John-Paul Drake, Director of Drakes Supermarkets said.

*“It’s the first time that Hot Wheels® has done a promotion like this with an Australian supermarket, and it really comes down to the strong relationship we’ve built with Mattel® as a supplier partner over the years. I’m hoping it comes with a full range of Super Treasure Hunt Hot Wheels for life!”*

Hot Wheels® is the number 1 selling toy in the world and is not just for the young but young at heart and avid collectors worldwide. John-Paul is a passionate Hot Wheels® collector with over a thousand in his collection.

*“I have 791 cars plus one hippo displayed on my custom-built wall, and another 300 or so stashed around the place – in my desk drawers, in the glovebox in the car and in my studio. I told myself I would stop when the wall was full!”* he said.

*“I had always wanted to display my Hot Wheels collection and it’s turned into a bit of an art installation. I’m constantly swapping out cars and moving them around on the wall, and I’ve noticed that my team members do the same thing when they’re in the studio. It’s actually really cool to see what changes whenever I go into the room.”*

The Hot Wheels® and Drakes collaboration has come full circle for John-Paul, *“Like lots of Aussie kids, I grew up playing with Hot Wheels® cars and imagining what my future real car collection would look like. That dream hasn’t quite come true, and while I know can’t buy all the cars in real life, I can at least buy the Hot Wheels® version!”*

John-Paul's pick of the 15 Drakes exclusive Hot Wheels cars, *"The Subaru WRX STi is my favourite."* He said, *"I have a real soft spot for JDM cars and already have a few STi's on the wall – although not in this colourway! I'm excited to add this one to the collection."*

Drakes' collaboration with Mattel and Hot Wheels®, follows the successful Thomas and Friends® promotion which took place earlier this year.

*"Mattel is excited to be partnering with Drakes on the Hot Wheels® promotion. Hot Wheels® is such an iconic brand with so much heritage and to offer these limited-edition vehicles will generate so much buzz in the marketplace, bringing excitement to Drakes Supermarkets."* - Naomi Sheahan – Australia and New Zealand Consumer Products Lead, Mattel® Pty Ltd

Not only will Drakes customers be able to pick up the 15 exclusive Hot Wheels® cars with each in-store purchase (over \$60), they will also have the opportunity to win Hot Wheels® Prize Packs! Over the promotional period, there will be one Major and three Minor prize packs to be won. To be eligible to enter, customers must purchase any two specially marked products in one transaction.

Major Prize Pack is valued at \$4,000 RRP.

Includes –

- \$1,000 Hot Wheels® Mega Pack
- \$2,000 Hot Wheels® Gift Card
- Your height in Hot Wheels® cars
- Signed Matt Mingay merchandise.
- Hot Wheels® Ultimate Playset
- Hot Wheels® Limited Edition Collector Car

Minor Prize Packs are valued at \$2,000 RRP each.

Includes –

- \$1,000 Hot Wheels® Gift card
- \$250 Hot Wheels® pack
- Signed Matt Mingay Merchandise
- Hot Wheels® Limited Edition Collector Car

Full Terms and Conditions to these promotions are available on the Drakes website at commencement of promotional campaign. Hot Wheels® cars are recommended for ages 3+.

Hot Wheels® was conceived in 1968 by an innovator, rocket scientist and car designer and have been designed to revolutionise the toy car market. More than five decades later, Hot Wheels® is the number one selling toy and has evolved into an iconic brand recognised around the world.

Mattel® was founded in 1945 and is a leading global toy company and owner of one of the strongest catalogues of children's and family entertainment franchises in the world, including Hot Wheels®. Mattel® create innovative products and experiences that inspire, entertain, and develop children through play. Their portfolio of iconic brands also includes (but not limited

to) Barbie®, Fisher-Price®, Thomas & Friends®, UNO® and MEGA®. Mattel® operates in 35 locations and products are available in more than 150 countries.

Drakes Supermarkets is a family owned and operated grocery retailer of over 65 stores across South Australia and Queensland. Drakes Supermarkets is Australia's largest independent grocery group employing over 6,000 people with a turnover of more than \$1Billion annually. Drakes Supermarkets remain committed to supporting local suppliers, farmers, and the local community.

Content Supplied Includes –

- Photographs of John-Paul Drake with Hot Wheels® collection
- Photograph John-Paul and Roger Drake at Drakes Supermarkets
- Drakes Hot Wheels Campaign Marketing Collateral

**For more information and further comments, please contact –**

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