



Drakes.

MEDIA RELEASE

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A million reasons to celebrate Drakes milestone in support of HeartKids

Drakes is proud to announce a heroic milestone in their seventh year of partnership with HeartKids, having reached a total of \$1 million in donations. This marks Drakes' largest-ever contribution to a not-for-profit organisation.

HeartKids is the only Australian not-for-profit organisation devoted to supporting and advocating for children and their families affected by Childhood-onset Heart Disease (CoHD).

Last week, Roger and Wendy Drake presented a cheque for \$257,216.20 to Tania Potts, HeartKids Chief Support, Services and Impact, alongside heart kids and family members, highlighting their ongoing commitment to making an impact in the fight against CoHD.

Throughout June, customers showed incredible support by purchasing \$2 Wall Tokens, \$5 HeartKids Bracelets, and Superhero Flippers, significantly contributing to the fundraising efforts.

This achievement also reflects the dedication of team members across South Australia and Queensland, who supported through various in-store activities, including raffles, quiz nights, BBQs and collaborating with local schools for fancy dress days, aimed at raising funds and awareness for HeartKids.

Drakes Director John-Paul Drake commented, "Drakes have proudly celebrated Hero for HeartKids Day for seven years, and we know first-hand what a huge impact HeartKids has on families living with CoHD.

"With the help of our amazing team and customers, we're proud to have raised over \$1mil in donations for this extremely worthy organisation while also having fun dressing up in store!"

HeartKids CEO Marcus Sandmann visited several Drakes Supermarkets stores on Hero for HeartKids Day, dressed as Superman alongside the Drakes team to support families impacted by CoHD.

"In the last seven years, we have been amazed by the passion and enthusiasm shown by the Drakes team for the Hero for HeartKids campaign. The highlight has been the strong relationship that has grown between Drakes Supermarkets and HeartKids, as store staff have met local families affected by CoHD," said Marcus.

"CoHD is more prevalent than most people realize. Every three hours, a baby is born with a congenital heart defect in Australia," Marcus emphasized. "Drakes Supermarkets staff have learned of families within their team who have firsthand experience with CoHD, making their support personal and meaningful. A million thanks to Roger and Wendy Drake for enabling their team to raising funds and awareness of Childhood-onset Heart Disease in-store, in support of babies, children, teens, and adults impacted by CoHD."

To join the fight and learn more visit, heartkids.org.au.

About Drakes

In 1974 Roger Drake purchased his first supermarket, a three-laned store named Jack & Jill's Foodland which employed only four staff.

Today, Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating 67 stores across South Australia and Queensland, the company now has an annual turnover well in excess of \$1 billion and employs over 6,000 staff nationally.

The company's strength lies in operating on the principles of a family business and supporting local manufacturers and suppliers. Drakes Supermarkets has kept its focus on the important aspects of the business. THE CUSTOMER. This is the company's competitive edge, along with its family values and Australian heritage.

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