

**For Immediate Release
February 2025**

**Drakes Spreads Christmas Cheer, Raising \$55,581.65 for
Ronald McDonald House Charities**

Drakes Supermarkets is excited to announce the success of its 2024 Christmas Charity Campaign, which raised a total of \$55,581.65 for Ronald McDonald House Charities (RMHC) in South Australia and Queensland. Running from December 11th to the 31st, the campaign brought local communities together to support families in need during the festive season.

Held across all Drakes stores in South Australia and Queensland, the campaign saw 5 cents from selected product sales donated directly to RMHC. These funds will help provide accommodation, meals, and vital support services for families with seriously ill or injured children, ensuring they can stay together during challenging times.

Melissa Monkhouse, CEO of RMHC South Australia expressed her gratitude, “We are incredibly grateful to be involved in Drakes National Christmas campaign. This initiative will make a significant difference in the lives of over 2,500 families we support annually, many of whom are facing the most difficult times of their lives. The funds raised will be invaluable in providing vital support and ensuring these families have a place to call home during their child's treatment.”

Emma Thompson, CEO of RMHC South East Queensland, said “We are so grateful to be part of Drakes National Christmas campaign. Each year around 3,500 families call RMHC SEQ their home-away-from-home, with majority of our families travelling from regional Queensland to stay with us. This wonderful initiative will go straight towards providing essential accommodation and support programs for families with ill or injured children – a gift that we will remember forever this holiday season.”

Roger Drake, Managing Director of Drakes Supermarkets, added, “This remarkable achievement wouldn't have been possible without the unwavering support of our team members and loyal customers. Their generosity and enthusiasm have helped us make a meaningful difference, reinforcing our commitment to giving back to the communities we proudly serve.”

The success of this campaign highlights the power of community, with every contribution making a meaningful impact. The funds raised will go directly to supporting RMHC's vital work, offering comfort and hope to families when they need it most. Drakes Supermarkets extends a heartfelt thanks to everyone who participated and looks forward to continuing its partnership with RMHC, making a real difference for families across South Australia and Queensland.

About Drakes Supermarkets

Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating 68 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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