

## **News Release**

7 January 2020

### **AMATIL DONATES 250,000 BEVERAGES FOR BUSHFIRE RECOVERY**

Australia-based bottler Coca-Cola Amatil is donating at least 250,000 bottles of water and Powerade to assist bushfire emergency crews and families in disaster recovery centres or being evacuated from fire zones in NSW, South Australia and Victoria.

The bottles of water and Powerade – totalling 10,400 cases - are being delivered to Foodbank, Australian Defence Force units and air ambulance services for distribution to those in need. Delivery started last week and will be completed today.

Managing Director of Coca-Cola Amatil Australia, Mr Peter West said the bushfires were a national crisis, and businesses needed to play their part in helping out.

“The loss of lives and homes in these fires is heartbreaking,” Mr West said.

“Business has a role to play in emergency situations, alongside government and others in the community.

“Bottling and distribution are our strengths, so we think can play an effective role with donations of water and other beverages to displaced families and those on the front line.

“Many of our own team are also volunteer firefighters and Defence Reserves, and we’re looking after them with paid leave and personal support.”

Mr West said Amatil had also established a Matched Giving Appeal with the Salvation Army, to match employee donations for bushfire recovery.

“Water donations and matched giving are a step forward, but there’s more to be done,” Mr West said.

“We’ll continue working with governments and communities on further support as recovery operations roll out.”

Delivery of the 250,000-bottle donation comprises:

- 3720 cases of water and Powerade to Foodbank
- 2400 cases of water to the Australian Defence Force and air ambulance services
- 4320 cases of water to the Australian Navy in conducting evacuation operations

The donation is in addition to water and soft drinks donated by Coca-Cola Amatil in late 2019, including Southern NSW emergency services (45 cases), Kulnura RFS (30 cases), Maclean Red Cross (60 cases), Port Macquarie, Grafton and Glen Innes evacuation centres (2160 cases) and Casino RFS (170 cases).