



**Drakes.**

**Can:Do  
4Kids**



**MEDIA RELEASE**  
**For Immediate Release**

## **A Gift the Perfect Size for Hearts and Eyes – Drakes Supermarkets Supports SA Kids This Christmas**

Drakes Supermarkets Christmas Campaign is a collaboration of three of South Australia’s most prominent, community-focussed organisations, with the objective of raising awareness and much-needed funds to support South Aussie kids who are blind or living with heart disease. This Christmas, across their 41 stores state-wide, Drakes Supermarkets will support South Australian kids by promoting opportunities for customers to purchase a Christmas ‘bauble’ token for \$2 which will then be displayed in-store. All donations will provide vital services for the children who need it most, and their families. The two charities involved are:

- Can:Do 4Kids, Townsend House – South Australia’s oldest children’s charity, offering vital therapy and support to children who are blind or have low vision.
- HeartKids – the only charity in Australia that supports children, teens and adults affected by congenital heart disease.

Heidi Limareff, Chief Executive of the Can:Do Group, said Can:Do 4Kids is a community-focused organisation and South Australia has great networks and a reputation for helping each other.

“We see ourselves as very much a community organisation and South Australians love nothing more than helping their fellow communities out, especially when they need it most.”

Ali Valentine, Partnerships Manager of the Can:Do Group, discussed the great alignment of values between the three organisations.



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“We have a great relationship with Drakes Supermarkets who have always had the community at the forefront of their mind. That is why when we were given the opportunity to once again be a part of their Christmas campaign, along with HeartKids, we leapt at the idea.”

It's estimated that over 20,000 Christmas baubles will be bought over the limited promotional period and will raise \$40,000 for Can:Do 4Kids and HeartKids.

The money raised will go towards Can:Do 4Kids newest therapy hub in Noarlunga, specifically the assistive technology area.

**Drakes Christmas baubles are officially available from Wednesday 25<sup>th</sup> November to Tuesday 29<sup>th</sup> December 2020**

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#### **Can:Do 4Kids**

Can:Do 4Kids, Townsend House is South Australia's oldest children's charity, offering vital therapy and support to children who are blind, deaf, have low vision, are hard of hearing or have sensory needs. Can:Do 4Kids want children, young people and their families to live life focused on what they CAN do. That's why they formed in 1874, to work together with these families to help them communicate better, connect easier, and live their best lives.

To learn more about Can:Do 4Kids visit, [cando4kids.com.au/](http://cando4kids.com.au/)

#### **HeartKids**

HeartKids is the only national profit for purpose charity dedicated to supporting children, teens and adults affected by congenital heart disease all across Australia. They also fund life-saving research, provide information and advocate for these families' needs. Their support is a commitment for life, because there is no known cure.

To learn more about HeartKids visit, [heartkids.org.au/](http://heartkids.org.au/)

#### **Drakes Supermarkets**

Drakes Supermarkets is the largest independent grocery retailer in Australia and specialises in supermarket retailing. Operating in over 50 stores across South Australia and Queensland, the company now has an annual turnover in excess of \$1 billion and employs over 5,500 staff nationally. The company's strength lies in operating on the principles of a family business and supporting local manufacturers, suppliers and communities.

To learn more about Drakes Supermarkets visit, [drakes.com.au/](http://drakes.com.au/)