



IGA retailers to support those affected by drought with Drought Angels Raindrop Campaign

28 August 2018 – IGA’s 1,400 independently-owned stores will be joining together with their customers to support the Australian farmers (that, in turn, support them) who have been affected by the ongoing drought. From Monday, 27th August, customers will be able to purchase a \$2 Raindrop Token with all funds raised going towards the Drought Angels Appeal.

Drought Angels provides a unique service for which they have become well known for within rural Australia. Drought Angels is a small charity which provides personalised assistance to farmers in need. It also provides stock feed, food hampers, financial support via pre-paid Visa cards, IGA gift cards and local produce vouchers.

Joseph Romeo, Chair of the IGA National Retail Council, said: “The current drought in Australia is having a devastating effect on families and farmers and we want them to know that they are not alone. This is a tough time for all and IGA is here to support them as they have supported us throughout the years.”

Joseph added, “Drought Angels provides an amazing service to our farmers who need the most help. It is important that donations get to the right people as quickly as possible. The great thing about Drought Angels is that the money will be collected and allocated on a weekly basis, making people’s ongoing support crucial.”

IGA strives to support local communities around Australia with programs such as the IGA Community Chest and Play Your Part campaign. The IGA Community Chest raises funds for local charities, teams and organisations through in-store purchases, including products from IGA’s new Community Co™ range.

Drought Angels Raindrop Tokens will be available in IGA stores around the country from August 27th – November 4th. Customer’s Raindrops will be displayed in store to raise further awareness.

-ENDS-

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Notes to Editors

- IGA Community Chest & Associated programs raises funds to support local charities in their communities and other worthwhile causes.



- IGA retailers nationally have given over \$86 million to date together with their local shoppers and give back to the community through sports and school groups, charities and other worthwhile causes.
- IGA Community Chest sees approximately 1,400 IGA storeowners across Australia collect funds through the sale of specially marked products