



RB, Woolworths and Meals on Wheels partner to provide 50,000 Hygiene Packs for vulnerable Australians

Meals on Wheels customers around Australia will receive the complimentary packs as part of the program

Sydney, Australia – 22 March 2021: Leading consumer goods company, Reckitt Benckiser (RB), together with Australia's largest retailer, Woolworths, are announcing they will donate 50,000 Hygiene Packs[^] to Meals on Wheels, a not-for-profit organisation that provides essential health and wellbeing services to vulnerable, older Australians.

Both RB and Woolworths have been key supporters of Meals on Wheels – particularly during the COVID-19 pandemic – and will now work together to help ensure the iconic service's customers continue to have access to high quality disinfectant products for the home.

The new joint partnership will involve an in-store activation at Woolworths that will see shopper purchases of products from RB's leading disinfectant brands, Glen 20 and Pine O Clean, trigger donations of up to 50,000 Hygiene Packs[^].

Helping to ensure the health and wellbeing of Meals on Wheels customers, the packs will include a variety of Glen 20 and Pine O Clean products, including Glen 20 Surface Spray Disinfectant which is proven to kill the COVID-19 virus on hard surfaces*.

Sharyn Broer, President of Meals on Wheels Australia, said: "The roll-out of the COVID-19 vaccine may be underway but hygiene at home continues to be incredibly important, especially for vulnerable Australians.

"These Hygiene Packs from RB and Woolworths will go a long way in helping to ensure our customers around the country can maintain a clean and healthy home and we are incredibly grateful for the support."

Saurabh Jain, Marketing Director at RB Hygiene ANZ, said: "As the fight against COVID-19 goes on, we are proud to be continuing our support of Meals on Wheels. We greatly admire their commitment to helping vulnerable, older Australians and are in awe of their ability to uphold the high standard of support they provide their customers, even in the midst of a global pandemic.

"Donating these Hygiene Packs is our humble attempt to extend our support to Meals on Wheels and help protect society's most vulnerable. We hope that the donations make a positive difference to the community and ensure they have the access to disinfectant products they need to see them through this period."

Woolworths Merchandise Manager, Household and Pet, John Loader said: "Throughout the pandemic, the safety of our customers has been our number one priority.

"Building on the strong partnership Woolworths has with Meals on Wheels, the opportunity with RB will take our commitment to customer safety one step further, particularly for more elderly, vulnerable and isolated Australians.

"A little bit of good can go a long way and this is an easy way for customers to help support their fellow Australians simply by picking up cleaning products they would normally buy."

Distribution of the Hygiene Packs will commence from late April with Woolworths working closely with Meals on Wheels to enable its volunteers to access the packs for their customers locally via unique, pre-loaded Everyday Rewards cards. Once collected, volunteers will then supply the Hygiene Packs to customers as part of their usual meal deliveries and social and wellbeing checks.

The partnership is being supported by a new TVC that will air nationally from this week and continue for the duration of the in-store activation (24 March – 4 May 2021).



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NOTES TO THE EDITOR

For more information, interview requests or access to supporting imagery, please contact rbhygiene@decpr.com.au

About RB

RB is a leading global health, hygiene and nutrition company inspired by a vision of the world where people are healthier and live better. Its purpose is to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. Through its three business units, Health, Hygiene and Nutrition, RB has operations in over 60 countries and its products reach millions of people globally every day. Its trusted household brands include names such as Dettol, Pine O Cleen, Glen 20, Nurofen, Strepsils, Gaviscon, Durex, Scholl, Clearasil, Dettol, Veet, Harpic, Easy-Off Bam, Mortein, Finish, Vanish and Air Wick.

About Woolworths

Woolworths Group is Australia's largest retailer with more than 3,000 stores across Australia and New Zealand. Woolworths Group includes some of Australia's most recognised and trusted brands including Woolworths, Dan Murphy's, BWS and Big W.

At Woolworths Supermarket, we bring a little bit of good to everyone, every day. Our goal is to help every person in Australia access affordable, healthy food. But building a brand isn't just about telling people who we are. It's about showing them what we do. We're dedicated to delivering Good Food, Good Prices, and Good Acts.

About Meals on Wheels Australia (MOWA)

Meals on Wheels Australia represents a network of 592 independently run local non-profit service outlets that operate in virtually every Australian community. It provides proactive and strategic national leadership and a clear coherent voice on matters that affect Meals on Wheels customers, volunteers and staff and the local communities in which they are placed.

From its inception over 65 years ago, Meals on Wheels has grown to become a driving force of care in communities around Australia. Its operators combined represent an essential piece of social infrastructure, providing front-line, early intervention and prevention in the home, which reduces the malnutrition risk faced by 1.2 million older Australians, and social isolation risk to one in four who live alone. Whilst age and disability may reduce some people's capacity to get out and about, Meals on Wheels help make it possible for them to stay in their homes, where most are happiest, and maintain their independence. Delivery of nutritious meals, social interaction and a friendly check of a customer's wellbeing by Meals on Wheels volunteers can help people live the lives they choose.

*Always read the label. Use only as directed.

^Purchases of Glen 20 and Pine O Cleen during 24 March to 4 May. Donations begin late April/May.