

Australia's Asahi Beverages partners with The Smith Family to giveback

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The Smith Family, in partnership with Asahi Lifestyle Beverages, announces the return of The Big Giveback to raise vital funds to support the education of young Australians experiencing disadvantage. More than a quarter of Australian families cannot pay for or are struggling to afford school lunches and snacks for their children, The Smith Family's Community Attitude Survey has found.

The national survey also revealed more than a third of families are having difficulty paying for school uniforms, shoes, and school bags. Nearly a third of families are struggling with schoolbooks and stationery while almost half are having difficulty paying for things such as music lessons and sports.

These shocking results come as The Smith Family, in partnership with Asahi Lifestyle Beverages, launches The Big Giveback 2024.

The campaign is in its fifth year and will see 10 cents from the sale of non-alcoholic drinks made by Asahi Lifestyle Beverages (Pepsi, Pepsi Max, Solo, Mountain Dew, Sunkist, Schweppes 7UP, Passiona, Gatorade, Lipton Iced Tea, Cool Ridge) during August donated to The Smith Family.

Around 5,000 convenience stores, service stations, and major chains across Australia are participating, including Euro Garages, Hoyts, El Jannah, CIVEO, Endeavour Fuel, Lord of the Fries, and Wendy's.

The Smith Family's CEO Doug Taylor said the survey highlighted how families are being forced to make tough choices between household bills and their children's education during the cost-of-living crisis.