

Go For Gold: Dr. Dough X Amazon Launch Limited Edition Donut Box To Raise Funds For Kids With Cancer

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Media alert

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- *The limited-edition box features three entirely new flavours Pina Colada, Golden Rings & Custard*
- *\$10 from every 'gold' box will be donated to support Aussie kids cancer programs*



14 September 2022 – If you're looking for an excuse to treat yourself to a delicious donut look no further! Online donut delivery sensation, Dr. Dough Donuts has teamed up with Amazon Australia, to create a limited edition fundraising box of gold-themed donuts as Amazon Goes Gold for Kids with Cancer.

The '[Amazon Goes Gold](#)' box - available in a 10, 20 or 30 pack - features three never-before-seen flavours Pina Colada, Golden Rings and Caramel Truffle Custard Bombs, with \$10 from the first 600 boxes purchased donated to fund kids cancer initiatives at the Sydney Children's Hospital Foundation and The Royal Children's Hospital Foundation (Melbourne). The limited edition box is available for next-day delivery for those based in Sydney and Melbourne from now until 26th September.

The collaboration is part of the online retailer's global 'Amazon Goes Gold for Kids with Cancer' initiative, an annual initiative designed to raise awareness for childhood cancer by raising funds for children's cancer research programs at local hospitals and organisations where Amazon employees work and live.

Geoff Bannister, Co-Founder of Dr. Dough Donuts said "It is with great pleasure that we work Amazon on this great cause. Our purpose is to share happiness and this time not only are we achieving this through donuts, but also by supporting an initiative that can be so impactful in the lives of children and adolescents."

In addition to the partnership with Dr. Dough Donuts, Amazon will host its annual Pyjama Day event on 20-21 September where all Amazon employees across the country are invited to come dressed in their pyjamas or gold—both virtually and in-person – in solidarity with the hundreds of Australian children that are diagnosed with cancer each year, for whom pyjamas are the battle uniform as they go through their treatment and recovery.

Mindy Espidio-Garcia, Director of Operations at Amazon Australia said, "Amazon Goes Gold for Kids with Cancer is an initiative we take great pride, and one that is very close to my heart. Not only do we raise funds that support children around Australia who are battling cancer, but we encourage employees to look after each other and the community. More than 1,000 Australian children and adolescents are diagnosed with cancer each year in Australia^[1] and we are pleased to partner with Dr. Dough Donuts as a fun and delicious way to get more people involved and raise money to support this cause."

This is the fifth year that Amazon Australia has taken part in the global campaign to help raise awareness for childhood cancer. In 2021, Amazon Australia donated more than \$105,000 to Children's Hospitals across the country – including Sydney Children's Hospital Foundation and The Royal Children's Hospital Foundation (Melbourne) – to help fund pediatric cancer research and support programs. This year, the company is aiming even higher.

The limited edition 'Amazon Goes Gold' donut packs are available from \$54.95 + shipping via drdoughdonuts.com from now until 26 September 2022. While stocks last.

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Dr. Dough Donuts 'Amazon Goes Gold' Limited Edition Box Flavours:

- Caramel Truffle Custard Bombs - vanilla custard filled and topped with caramel truffle
- Golden Rings - hand painted gold, vanilla glazed donuts
- Pina Colada - golden pineapple and shredded coconut glaze topped with passionfruit pulp
- Niocolata Creme with golden pretzel and sticky caramel
- Biscoff Glaze - Biscoff melted into a creamy golden glaze, topped with a Biscoff cookie

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

[1] <https://ccia.org.au/home/our-purpose/childhood-cancer-information/>