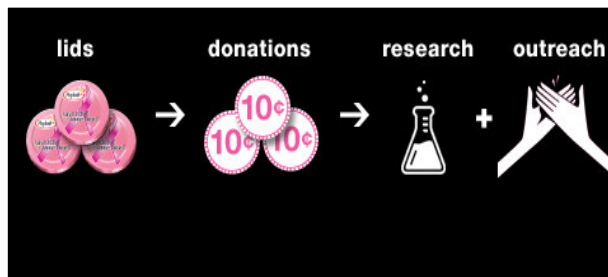




## **Super J IGA and Yoplait support Breast Cancer Programme**

Super J IGA supermarkets is being commended by the Saint Lucia Cancer Society, for its support of the work of the organization. The supermarket chain has joined forces with Yoplait Yogurts in undertaking two major activities, designed to raise awareness of the disease and to get Saint Lucians to commit to being part of the fight

On October 1, which marked the start of Breast Cancer Awareness Month internationally, Super J IGA launched the “Save Lids to Save Lives” campaign and the Yoplait/Super J IGA Walk for Cancer. This is the second year that the Yoplait Save Lids to Save lives Campaign (of international recognition in the breast cancer fight) is being undertaken by the IGA stores. Through this campaign consumers making a purchase of Yoplait yogurt (with the pink lid) at Super J IGA Supermarkets between October 1 – November 16, will be assisting the Saint Lucia Cancer Society with carrying out its various programmes. Super J and Yoplait will be donating ten cents on every yogurt sold to the Saint Lucia Cancer Society.



The company also launched a breast cancer walk entitled “***Making Strides Against Breast Cancer***”. The walk sponsored by Yoplait and Super J IGA and scheduled for Sunday November 1 is another activity aimed at raising funds for cancer causes, by uniting people of all ages around that goal. Registration for the walk takes place at all of Super J IGA’s eight supermarkets throughout October, as well as the Cancer Society. All registered walkers will get the opportunity to win hampers, grocery vouchers and other prizes.

Last year the Saint Lucia Cancer Society received a cheque of ECD \$16,445 from Super J IGA and Yoplait from funds raised from these two activities. The monies have been used by the Cancer Society to assist needy women with the costs associated with chemotherapy treatment, mammograms and related breast cancer expenses.

Super J IGA is proud to be associated with Yoplait in this fight. While we are aware that a cure for breast cancer is the ultimate victory, every dollar raised from these two activities offers the Cancer Society more resources to bring hope to those who are affected by the disease and to continue its work of cancer prevention and management

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