



For Immediate Release

### **Super J/Yoplait Breast Cancer fundraisers bring in almost \$20,000**



Cancer Officials were all smiles last week as they accepted a cheque of \$19,800 from Consolidated Foods Limited (operators of Super J Supermarkets). The monies represent funds raised from the two promotions undertaken by Super J and Yoplait Yogurts during the October/November period. The *Yoplait Save Lids to Save Lives* Campaign which ran from *October 1st - November 16<sup>th</sup>* and the *Yoplait Walk for Cancer* on November 2<sup>nd</sup> were both a tremendous success.

While Super J had pledged a minimum donation of EC \$5000, when it launched the Yoplait Save Lids to Save Lives Promotions this year, the end result of that in store campaign, as well registration fees collected from the Cancer Walk totalled almost \$20,000.

Marketing Manager of CFL, Sancha Raggie-James says that Super J and Yoplait are proud to play a proactive role to ensure that the fight against Breast Cancer remains strong and focused. She was also full of praise for the other retail outlets (Glance, Dilly's, Allain's, Eroline Foods, Ultra Mart and Total Auto) which participated in the Save Lids Promotion, noting that the challenge of Cancer is bigger than any single organization. Raggie-James added, "We are very pleased with the outcome of both of these promotions and have no doubt that this money will help the Cancer Society's efforts at both prevention and management of the disease."

For their part, the Saint Lucia Cancer Society was inspired and encouraged by the overall level of participation, not just in terms of dollars raised, but also the level of interest which was sparked among shoppers, customers and the populace in general.

Noting that these promotions really make a difference in building the awareness of the populace about the disease, Sonjette Rodriguez of the Saint Lucia Cancer Society says that she was excited by the number of persons especially families and young children who turned out for the walk.

“So many young people took part in the event – they are the future and have a huge role to play in the fight against Cancer. We thank Super J and Yoplait immensely for putting their monies, time, resources, staff and their corporate goodwill behind this cause,” said Rodriguez.

The monies raised will be used to fund the Cancer Society’s public awareness programmes, early detection clinics and cover the cost of essential Cancer services and treatments for those who cannot afford.

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