



**For Immediate Release**

**Yoplait Promotions Raise \$16,000 for Cancer**  
**Super J says thank you to Saint Lucia**

Consolidated Foods Ltd. (CFL - operators of Super J and Mega J) continued its proud tradition of donating to worthy causes on Thursday (November 27), with the presentation of a cheque of over 16 thousand dollars to the St. Lucia Cancer Society. The cheque (\$16,445.00) follows two activities spearheaded by CFL to raise awareness of Breast Cancer among Saint Lucians.

The two promotions the *Yoplait Save Lids to Save Lives* which ran from *October 1st - November 16<sup>th</sup>* and the *Yoplait Walk for Cancer* on November 2<sup>nd</sup> were both successful, not just in terms of dollars raised, but also from the level of interest in Cancer which they sparked among customers and the populace in general.

This is the first year that CFL (as the distributors of Yoplait products in Saint Lucia) has organized such a promotion and the company has pledged to make this an annual promotion. The fight against cancer is an important one in the lives of many Saint Lucians, many of whom patronize CFL's businesses. The company's Marketing Manager Sancha Raggie James said, "While we projected to raise a minimum of \$4000 from the Save Lids campaign, we were able to surpass that figure. In addition, registration from the walk was also very good and here we were able to raise \$9,799. We are therefore extremely 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."

In presenting the cheque to the Cancer Society, CFL's Divisional Head of Marketing and Merchandising, Linda Augier, attributed the success of both campaigns to the overwhelming support of customers, the CFL team, persons who registered for the walk as well as those who volunteered by contributing both time and money to help reach the goal. She was also full of praise for the other retail outlets (Glace, 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 an single organization.

Earlier this month CFL pledged ten thousand dollars to the Saint Lucia Diabetic and Hypertensive Association, noting that it was proud to play a proactive role to ensure that the fight against this and other diseases remains strong and focused.

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