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Easy Living for the entire year for three Super J Customers

Three Super J Supermarket customers are celebrating their good fortune this week, after winning the *Super J and Eroline Foods Easy Living Christmas Promotion*. Their prizes, thousands of dollars in cash, as well as groceries with cooking gas, telephone, cablevision, internet, mobile, electricity and water bills (up to a certain amount) covered for the entire year.

The excitement and joy of each of the winners, could not be contained when they were contacted by the Super J Marketing Department. “My ears are ringing from the screaming” said the Marketing Officers who was responsible for calling the winners.

The three lucky winners, all women, Cecila Eudovique of La Panse Road (1st prize), Merle Biscette (2nd Prize) and Dona Cooper (3rd Prize) were presented with their prizes on Friday morning by officials of Super J, along with representatives from SOL EC and LIME. During the presentation, they all described this as a great gift for their loyalty to the Super J supermarkets over the years and coming at a time when they really needed it, given the economic projections for 2009.

Marketing Manager for CFL Sancha Raggie James says a lot of thought goes into crafting every Super J and Eroline Foods promotion. “We always try to anticipate customers needs and tailor our prizes to suit. With the economic crunch which the world and not least Saint Lucia is facing we know that these prizes will really make a difference for our customers. Working with SOL EC and Lime allowed us to add value for shoppers on yet another exciting Super J promotion” said Mrs. James.

The official draw for the Super J Easy Living Christmas promotion took place on Wednesday January 14 and was supervised by an auditor from Price Waterhouse Coopers. All Super J and Eroline Foods Customers spending \$150 or more between November 17th – January 12th qualified to enter the promotion.

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