



For Immediate Release

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**A Bag can make a Difference
Funds from Super J Reusable Green Bag for Community Projects**

Environmental organizations, non governmental organizations, community groups, schools and youth groups are being invited to submit proposals for environmental projects to Consolidated Foods Limited for funding. This is the latest development in the company's efforts to help "green Saint Lucia". The funding, which is being made possible from sales of the Super J Reusable Green Shopping Bag, is available for innovative environmental protection, preservation or conservation projects, that are designed to benefit a particular community.

Public Relations Manager Sariah Best-Joseph says MESPRO International (the organisers of the Ms. Earth pageant) was identified by CFL to benefit from sales of the first set of green bags. However a different approach is being taken to identify beneficiaries this time around as groups are being invited to come up with environmental projects that meaningfully impact their communities. "We certainly hope that this will spur the groups into action, as too often people tend to think of the environment when there is an urgent problem to be dealt with. We want to change that, especially among young people. The environment is something today's youth should be passionate about and we see this as a great issue for stimulating their broader civic engagement."

To qualify for the funding, groups must submit a detailed proposal complete with project description, goals and objectives, expected reach and impact, implementation, monitoring and evaluation schedules, and a budget to Consolidated Foods Ltd. by October 31. The proposals will go through a rigorous evaluation process by a small committee comprising of Environmental experts. The winners will be announced during the latter part of November.

Consolidated Foods Limited (operators of Super J supermarkets) launched the Super J Reusable Green Bag initiative in March of this year. The objective was to encourage shoppers to use more environmentally friendly alternatives to the traditional plastic carrier bag and help reduce plastic bag pollution in Saint Lucia overall.

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