



For Immediate Release

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FIRST EVER YOPLAIT WALK FOR CANCER THIS SUNDAY

The first ever Yoplait Walk for Cancer to be held in Saint Lucia will take place this Sunday, November 2. The walk is organized by the Saint Lucia Cancer Society and Reach to recovery (a Breast Cancer Support Group) and sponsored by Super J Supermarkets. The walk is part of two major activities designed to raise awareness of breast Cancer and to get the populace to commit to being part of the fight against the disease.

The Yoplait Cancer Walk starts off at Caribbean Cinemas from 6:30am, with a route that ends at Pigeon Island. The Saint Lucia Cancer Society views this as an opportunity to provide information on breast cancer to the hundreds expected to turn out at Sunday's event and an important step in raising funds for Cancer causes on the island. The society says "because breast cancer is a threat to the health and happiness of all women, the public's support is especially critical and so we thank Saint Lucians in advance for their support". The walk is all about demonstrating commitment to the fight against Cancer and while it is a fun walk, it is not a competitive one so all are encouraged to participate. Product giveaways, tastings and information on cancer are all expected to close off the event.

Super J Supermarkets as the agents for Yoplait in Saint Lucia says the company is proud be associated with Yoplait in making the activity possible. "While we are aware that a cure is the ultimate victory, every dollar raised from these activities offer the Cancer Society more resources to bring hope to those who are affected by the diseases"

Yoplait has been the National Presenting Sponsor of the Susan G. Komen Race for the Cure Series. As the largest 5K run and fitness walk in the world, the Race raises both funds and awareness for the fight against breast cancer. And with more than 100 races nationwide, in 2008 over 1 million people will share this experience and show their support for the cause.

The Cancer Society urges persons to register for the walk at any of the eight Super J supermarkets island wide.