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COST-U-LESS adopts primary school

Added by bteditor on January 18, 2013.

Saved under Business

Cost-U-Less Barbados has announced a new partnership with Sharon Primary School through its Adopt-a-School programme.

"Cost-U-Less will be opening right around the corner from the school, and one of our main pillars of our corporate social responsibility mandate is to give back to the community we serve and the Adopt-a-School program just seemed like a natural fit," said Director Marketing Services with The North West Company David Lui.

Through the programme, staff from Cost-U-Less will help provide the school with volunteers and fund-raising opportunities to build upon existing programmes and initiatives. These can include reading and breakfast programmes, volunteering at school events and fund-raising drives.

Meanwhile, Cost-U-Less Barbados has formed a partnership with the Diabetes Association of Barbados as part the company's commitment to the community.

"Cost-U-Less is looking forward to what will be a long and lasting relationship with the Diabetes Association of Barbados. We are very excited about this new partnership and the role the store will play in helping to promote diabetes awareness and programming," Lui explained.

Through the partnership, Cost-U-Less will support the Diabetes Association of Barbados through a number of in-store and community events, as well as volunteer commitments to raise funds for diabetes awareness and programming on the island.

The association's president, Noreen Merritt, said: "The Diabetes Association of Barbados welcomes Cost-U-Less to Barbados, and appreciates your recognition of our reputation as the driving force and trusted leader in our diabetes community.

"Cost-U-Less' offer to partner with us will help us address the growing diabetes epidemic, expand our community outreach and education programmes, promote healthy lifestyles, intensify our advocacy efforts and raise critical dollars to accomplish our mission to promote prevention of developing diabetes and diabetes complications."

Cost-U-Less will mark the partnership with the Diabetes Association of Barbados during the store's grand opening celebration. The official launch of the partnership will take place in February, 2013 with the launch of the Gift of Hope campaign.

Over the course of the campaign customers are encouraged to purchase single paper icons, for \$2, or family packs, for \$10, in support of diabetes awareness and programming. The icons will be displayed throughout Cost-U-Less to celebrate customers' support.

Cost-U-Less Barbados is scheduled to open its doors on February 2, 2013.

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