

# **COST U LESS**

*Your Best Value*

**For Immediate Release** - The staff and management at Cost-U-Less are gearing up for an exciting month of events and in-store specials as part of our 20<sup>th</sup> Anniversary of serving the community of Hilo.

Throughout the month of April, Cost-U-Less will hold a series of Customer Appreciation specials – our way to say *Mahalo nui loa* to the community of Hilo for your continued support of our store.

The Customer Appreciation specials will kick off on **April 1& 2 with 25 random turkey giveaways**. The community and media are also invited to attend the 20<sup>th</sup> Anniversary celebration on **April 2<sup>nd</sup> from 9AM-11AM for complimentary cake and beverages**.

Cost-U-Less first opened its doors on the island in 1992, and was the first large discount warehouse of its kind to offer bulk-buying in Hilo. Back then, our mission was to provide the community with low price, affordable, quality brand name products – a mission that still rings true today.

As part of our ongoing commitment to serve the community, our merchandising team has also reconfigured the layout of the store to make it more accessible for customers. **A media tour of the store and the new open-concept layout is scheduled for 10AM on April 2<sup>nd</sup>.**

More than just a retailer, we are committed to giving back to the people of Hilo thorough local employment, donating community support activities and volunteering with local charities.

“We all really feel like we are part of the community and rooted here,” says Mike Kelly, Store Manager. “It is important for us to hire locally and support important community causes.”

Over the years, we have partnered with the Salvation Army to support their food kitchen which provides meals for people in the community who are less fortunate, three times a week, raised money for the American Diabetes Association and in January, Cost-U-Less Hilo donated four shopping carts and four plastic carts to The Arc of Hilo, a local agency that provides services and training for people in our community with developmental disabilities.

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## **About Cost-U-Less**

Cost-U-Less – a banner of The North West Company - is a growing chain of 12 mid-sized warehouse club-style stores in the South Pacific and Caribbean island markets. Cost-U-Less has earned its position as the best value warehouse store on each island by providing wider than usual warehouse selection, friendly service and everyday low prices without club membership fees, all the while remaining sensitive to each community’s needs. [www.costuleless.com](http://www.costuleless.com)

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