

FOR IMMEDIATE RELEASE



Hamilton, Bermuda - December 9, 2011

Christmas comes early for the Coalition for the Protection of Children and the Breakfast for Every Child Program with the donation of a new refrigerator at West Pembroke Primary School.

Breakfast is the key to a good start every morning. This is especially true for children because they are growing and changing every day. Poor nutrition affects the behavior of children, their school attendance, their school performance, and their overall development.

So when Bermuda Supply, a Bermudian company that has been selling appliances on the island since 2003 via their website, was approached by The Coalition for the Protection of Children with the need for a new refrigerator for the Breakfast for Every Child program, the answer was a resounding “Yes.”

The Breakfast for Every Child program is a free program that is offered every morning of the school year in five different schools throughout the island. Menu choices include cereals, milk, yogurt, juice, fruit, and granola bars for all children who want breakfast – most of whom would not otherwise receive breakfast. West Pembroke Primary was added to the program in September, but there was limited space to store refrigerated food items, like yogurt, milk and juice, that are so important for a nutritious breakfast.

Dorothy Cooper, Director of Sales for Bermuda Supply, said “When the Coalition for the Protection of Children approached us with the need for a refrigerator at West Pembroke Primary to store food for the children, we were happy to oblige.”

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In a time when many companies have had to scale back, or even eliminate charitable contributions, Cooper believes it's important for businesses to invest their contributions where they will have the most benefit. "One of the most vital resources that a community has is its children and their education," said Cooper. "Education is the key to success. To be able to play a small part in helping the Coalition fulfill their mission of providing breakfast for children in need is something we are honoured to do as both a business and as parents."

"We reached out to our distribution partner in the US and shipping partner in Bermuda, and everyone was excited to be a part of this project," said Cooper, who spearheaded the donation. "As soon as I explained what we wanted to do, our partners in the US and Bermuda were on board. We were able to provide an excellent refrigerator and are grateful to our shipping partner, Fast Forward, who graciously donated their services to clear and deliver the appliance."

Bermuda Supply has been supplying appliances, plumbing fixtures and cabinets to Bermuda since 2003. Visit their website at www.bermudasupply.com.

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