On 5th and 6th April

MISSÃO SORRISO, IN PARTNERSHIP WITH THE PORTUGUESE RED CROSS, PROMOTES

FOOD COLLECTION DRIVE IN THE FIGHT AGAINST HUNGER

On 5th and 6th April, Saturday and Sunday, Missão Sorriso, Continente's social responsibility programme, will carry out the first Food Collection drive of 2014, across all the Continente and Meu Super stores in the country, in partnership with the Portuguese Red Cross.

Over both days, volunteers from the Portuguese Red Cross, Continente, Meu Super and their partners will be in the 285 stores across the country and islands to support the collection of food. All the people of Portugal may take part in this cause and contribute with products such as rice, pasta, a number of tinned goods, milk, sugar, cereals, baby cereals and other essential goods.

After this, the donated goods will be distributed among struggling families, identified by the approximately 100 Portuguese Red Cross Offices, according to the most urgent needs in each region, at a national level. This is another Missão Sorriso initiative which will help to eradicate the needs of many Portuguese families who seek help from the Portuguese Red Cross.

As a reminder, at present, three Missão Sorriso Food Collections have now taken place, enabling more than 35,000 families struggling for food to be fed.

Missão Sorriso would like to thank all the Portuguese people who have contributed to the fight against hunger, and invites them to participate in this initiative to bring a handful of smiles to those that need it the most.

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