In partnership with the Portuguese Red Cross in the fight against hunger

MISSÃO SORRISO RAISES THE EQUIVALENT OF 300 THOUSAND MEALS

The Portuguese showed their solidarity once again by contributing with food as part of Continente's social responsibility programme, Missão Sorriso. These products represent the equivalent of 300 thousand meals, which will help many families suffering from food shortage.

Over the past weekend (5th and 6th April), more than 3,500 volunteers from the Portuguese Red Cross, Continente, Meu Super and their partners were present in the 285 or so stores across the country and islands to support this collection of food.

The Portuguese people gave their support by offering products such as canned goods, milk, sugar, coarse salt, biscuits, powdered milk, baby cereals, soluble coffee, tea bags, energy/cereal bars, rice and pasta, among other essential items of food.

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.

This is an initiative which will certainly help to eradicate the needs of many Portuguese families who seek help from the Portuguese Red Cross at a time when the country is facing serious challenges.

Once again, Missão Sorriso appreciates the support of all the Portuguese people who contributed to the fight against hunger.

For more information, please contact:
GCI | Sílvia Marçal
Tel.: 93 721 38 78
Email: smarcal@gci.pt