



## Media Release

**To:** Media  
**From:** Massy Stores Trinidad  
**Date:** 16<sup>th</sup> October 2023  
**Re:** **Massy Stores continues to support Breast Cancer Awareness month with its Pink Bag initiative**

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As a company that places strong values on its employees and their well-being, Massy Stores is continuing to show its unwavering support for the 4<sup>th</sup> consecutive year, of Breast Cancer Awareness month with its Reusable Pink Bags initiative which takes place in October annually.

Customers are urged to contribute to this initiative with the purchase of the Massy Stores Reusable Pink Bag which costs TTD\$10 with **all** proceeds going directly to the Trinidad and Tobago Cancer Society.

Massy Stores employs approximately 2,000 individuals, and we take immense pride in the fact that nearly 70% of our workforce is comprised of strong and dedicated women. Breast cancer is a challenge that touches the lives of so many women and their loved ones. For the past three consecutive years, Massy Stores has contributed TT\$355,000 to the TTCS to help with various initiatives from the sale of these Pink Bags!

The TTCS continues to do its part in purchasing medical equipment for their clinic, hosting of educational campaigns, and screening initiatives for men and women in remote and underserved communities to aid in the fight against cancer in Trinidad and Tobago.

The company said in a statement, supporting the TTCS is a meaningful step for Massy Stores to improve its community engagement, “We are an integral part of the community, and supporting causes like this strengthens our bond with the people who make our business thrive.”

By supporting Breast Cancer Awareness, we empower our female employees, their families, and women in our society. It's a way to show our support that we stand by their side in both good and challenging times. Breast cancer doesn't just affect individuals; it has a ripple effect on families and friends. By contributing to this initiative, we play a role in improving the lives of those affected.

“We encourage all our customers to get involved by simply purchasing one of our Massy Stores Pink Reusable Bags for just \$10. Let's work together to make this October a month of hope, support, and awareness. Your involvement can make a world of difference,” the company said.

For Massy Stores, its Reusable Pink Bag initiative aligns perfectly with its core values and corporate social responsibility efforts in communities. The company remains committed to making a positive change in society beyond its core business in retail and FMCG.

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