

Sainsburys Straiton choose Cancer Research UK as charity partner



Cancer Research UK announced as Sainsbury's Straiton new local charity partner

CANCER research in Edinburgh is to receive a welcome boost thanks to a new local fundraising partnership between Sainsbury's Straiton and Cancer Research UK.

The partnership has been launched after the store's customers and staff voted to put Cancer Research UK at the heart of the store's fundraising activities over the next year.

Enthusiastic workers at Sainsbury's Straiton are now planning a series of fundraising events which will raise as much money as possible for the charity's work at the Edinburgh Cancer Research UK Centre.

The supermarket's Local Charity partner scheme, which began in 2009, has raised more than £5 million to support local communities in the last four years. The Straiton store, situated in Loanhead, has had great success in supporting previous local charities and last year raised over £5000 for Thornton Rose Ride Ability Group.

Customers had a huge say in this year's announcement and voted in-store and online from 1st to 15th May.

Sainsbury's Straiton store manager, Lewis Scott said: "We've had a great response from our customers and we're delighted to have chosen a charity which many of our customers and

colleagues can associate with. We will now be working closely with the charity to ensure they really benefit from the Local Charity partnership”.

The Local Charity partner scheme is now in its fifth year, and staff didn't waste any time as they kicked off their fundraising efforts on Friday.

Donna Marshall, Cancer Research UK volunteer manager for Edinburgh added: “We know the success that the Local Charity partnership has brought to many charities in Edinburgh so when we received the recent phone-call to tell us the news, we were thrilled. The exposure and support is going to be massively beneficial to our charity and I'd like to thank every Sainsbury's Straiton customer who voted.

“Edinburgh is home to the Edinburgh Cancer Research UK Centre where researchers focus on bowel, breast and ovarian cancers and develop new research programmes into other common cancers – aiming to help improve survival for people with cancer as quickly as possible.

“It is thanks to generous customers at Sainsbury's Straiton that we will be able to continue this work in the city and I know staff at the store will enter into this partnership with the enthusiasm and drive to make the next 12 months a huge success.”