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Falmouth 017 2014

Supermarket choose Falmouth RNLI as their Local Charity of the Year

The Falmouth branch of the supermarket chain Sainsbury's has chosen to support Falmouth volunteer lifeboat crews as their local charity partner for the next twelve months.

When asked why Falmouth RNLI was chosen, Sainsbury's Falmouth Store Manager Rob Walker said: 'The RNLI provides a fantastic service to our local community, and their work resonates with many of our customers and colleagues. We're proud to have the opportunity to support our local branch of the RNLI throughout the year'.

Falmouth RNLI volunteer fundraisers have already successfully run the first monthly foyer collection since becoming Falmouth Sainsbury's Local Charity of the Year and sold £750 worth of Christmas cards and raised a further £115 in donations. The store will continue to promote the charity and have collection boxes in the store throughout the year.

Brian Taber, Falmouth Lifeboat Administration Officer said: 'We are delighted to be chosen by Sainsbury's and it gives us the opportunity to fundraise, raise the profile of Falmouth RNLI with the public and have the chance to recruit much needed extra volunteer fundraisers and boat guides. In fact three people have already expressed an interest in helping after visiting the store'.

Notes to editors

- The photo shows Stormy Stan with Falmouth RNLI volunteers and Sainsbury's staff at the recent foyer collection event. Credit: Ellie Smart

RNLI media contacts

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