

## Spar trade show supports children, animals

Some 104 suppliers and 95 retailers converged at The Boardwalk Hotel & Convention Centre in Port Elizabeth for the twice-yearly Spar Eastern Cape trade show at which four new house brand product ranges - including premium pet food - were introduced.



The Animal Welfare Society in Port Elizabeth received a R5000 donation of pet food at the Spar Eastern Cape trade show last Thursday. Here AWS fundraiser Kathy Zenios (centre) and adoption specialist Natilee Sterling introduce Spar EC purchasing manager Alan Stapleton to three of their furry residents.

To celebrate the launch, the retailer committed to donating R5000 worth of Spar Woof dog food to the Animal Welfare Society (AWS) in PE and the equivalent amount of money to the Society for the Prevention of Cruelty to Animals in Mthatha.

According to Spar Eastern Cape marketing manager, Abri Swart, the trade show was not just about doing deals, launching new products and building relationships but also about doing something positive for the marginalised members of society. "As one of the largest companies in the province, we pride ourselves on being part of our community and implementing 'good' business practices in everything we do."

At the close of the event, participating suppliers were also encouraged to donate their stock to the Eastern Province Child and Youth Care Centre. "We introduced this aspect three or four years ago," said Swart. "Stock which is not utilised at the trade show is given to the centre. It can be anything from food and toys to cleaning products and household items."

Swart said the day was all about building relationships between service providers and retailers and with the wider community.

AWS fundraiser Kathy Zenios said the initiative would be a welcome boost for the non-profit organisation. "As an NGO, we really struggle to feed our animals. It's the one thing that there's a never-ending need for, so any programme that helps to

support us and make their lives better is fantastic."

The organisation also received a delivery of 1.5 tonnes of dog and puppy food from Newton Park SuperSpar earlier this month.

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