



SuperValu, Centra and the GAA Club Together

GAA clubs and volunteers needed for new initiative to support the elderly

Friday, 27th March 2020

SuperValu, Centra and the GAA have come together to launch a new initiative, to support the elderly in our communities, during these unprecedented times. 'Club Together' aims to capitalise on our unique community spirit, by helping our elderly who do not have family and friends around to support them.

To get the new programme up and running, SuperValu, Centra and the GAA are making an urgent appeal to GAA Clubs across the country, to volunteer to be part of *Club Together*. GAA clubs are calling on their members to join a local task force to assist the elderly, who are dependent on the goodwill of others for their food shopping needs. GAA clubs will then partner with their local SuperValu or Centra store.

GAA Clubs who are interested in giving their time to *Club Together*, are asked to contact their local SuperValu or Centra store to find out more.

Uachtarán Chumann Lúthchleas Gael John Horan said; "This is a testing time and one when the oft-mentioned virtues of the GAA's Community ethos needs to come to the fore. This is happening already and through this most worthwhile initiative it will continue to happen, making a positive tangible difference to those in our communities who may need assistance. I am strongly encouraging our clubs and members to look at this initiative and to throw their weight behind it. Our reach across the island is reflected in the SuperValu and Centra networks and I believe working together we can ensure that everyone is connected and has access to the basic essentials we all need at a time like this."

Martin Kelleher, Managing Director SuperValu and Centra, added; "Supporting our communities is one of the most important things we do. We're delighted to team up with the GAA, a long-term partner of ours, to support the elderly in our communities. We understand this is an extraordinary time for a huge number of people across the country and we encourage every GAA club to contact and partner with their local SuperValu or Centra store this weekend."

Further information on the *Club Together* initiative and how the elderly can avail of the service will be announced next week.

ENDS

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