

Welch's gives HFJ strong support

Welch's, a global leader in fruit beverages, and distributed locally by Wisynco, will donate three per cent of its February Sales to the Heart Foundation of Jamaica (HFJ).

This initiative is in observance of Heart Month and is aimed at raising awareness of heart and blood vessel diseases and to support programmes that help to find solutions. It's the sixth year that Welch's has partnered with the HFJ in an effort to raise funds to fight the deadly disease in Jamaica.

Joffia Johnson-Bell, Brand Manager for Welch's in Jamaica, said that the brand was pleased to continue its alliance with the foundation. "Welch's is passionate about keeping hearts healthy worldwide, and has even been certified by the American Heart Foundation as a product that supports a healthy heart. Our partnership with the HFJ demonstrates our commitment to promoting a healthy lifestyle among Jamaicans," said Johnson-Bell. Recently, Welch's commissioned the Welch's Kitchen Table report to track how today's families are connecting around mealtimes, and the kitchen table. From the results of this study Welch's developed the Family Toolkit to assist families with the challenges they experience in creating healthy meal times. The toolkit offers advice such as meal plans and quick solutions for mealtimes away from home.

Welch's 100 % Grape Juice helps support a healthy heart - made from Concord grapes, it is loaded with natural antioxidants. Indeed, more than a decade's worth of scientific research has indicated that Concord grape juice may help support flexible arteries to promote healthy blood flow and have the potential to help certain groups of people maintain healthy blood pressure.

Cardiovascular disease - involving heart or blood vessels - is the leading cause of death in Jamaica and around the world. During Heart Month, the brand will be hosting in-store promotions to increase the awareness around the brand, its association with the HFJ and providing tips to support heart-healthy living. "We encourage our customers to help us support this initiative as we make our contribution to the fight against Heart disease in Jamaica," said Johnson-Bell.

In its 41 year history the Heart Foundation of Jamaica has been addressing heart diseases through programmes which include national plan for prevention through education, early detection through screening programme and rehabilitation through education on healthy lifestyles.