

SuperValu TidyTowns

At SuperValu, we're great believers in the power of local communities. This is why we are always looking to support initiatives that bring local groups and individuals together, to improve life for everybody in the area. It's the reason we have put our name to the TidyTowns Competition for the past 26 years.

In that time, we have seen the power of local first-hand. We have witnessed the lasting bonds of friendship and trust built in communities across Ireland, as they put their shoulder to the wheel in the push for a SuperValu TidyTowns Award.

We are proud that so many of our 222 retailers play an active role in their local TidyTowns effort. This can take the form of sponsorship, serving on a committee or organising man power and woman power for key projects. If you are serving on a SuperValu TidyTowns committee, don't hesitate to contact your local retailer. They would be only too happy to host an information day in-store to help you recruit more members.

Don't forget that shopping in a locally owned store such as SuperValu means that three times more money goes back into your local economy. It all adds up as you strive to make the most of life for you, your family and the local community.



SuperValu
Proudly Supporting
LOCAL AND IRISH

Passionate
LOCAL
Retailers



John Field
Field's SuperValu Skibbereen, Co. Cork

We are a team of **PASSIONATE LOCAL RETAILERS**, striving to bring you the best quality local & Irish products every week.

SuperValu
Tidy Towns



2017 marks our 26th year of sponsoring the Tidy Towns programme. Over the years we have contributed €6m to help Tidy Towns Committees all over Ireland. Congratulations to Skerries on winning Ireland's Tidiest Town 2016.

Tidy Towns has come a long way since its inception in the 1950's and we know it will continue to build great community spirit, excitement and goodwill for many years to come. SuperValu has played a large part in this success.

At SuperValu, we pride ourselves on being at the heart of local communities all over Ireland. Our stores around the country serve not just as shops, but as places where neighbours can meet, talk and exchange news. That's why it is a source of such pride to us that we have been associated with this competition for the past 26 years.

SuperValu retailers both live and work in the communities in which they operate and make a huge investment at local level, by actively supporting many local initiatives including Tidy Towns. This is the reason why we first got involved in the Tidy Towns competition and why we have worked with the Department over many years, to continually build and invigorate the competition. Making it Ireland's leading community initiative.



What is Food Academy?

At SuperValu 'We Believe in Local' and that's why we are **THE BIGGEST SUPPORTER OF LOCAL PRODUCERS AND SUPPLIERS IN IRELAND**, especially through the Food Academy initiative.

Food Academy was created in partnership with Bord Bia and the Local Enterprise Office Network as a mentorship programme, working with and nurturing small businesses through their journey from start-ups to getting their products listed in SuperValu's across Ireland. We now have over 320 producers in-store with Food Academy, supporting 1,500 new jobs in 2017. Keep a look out for our Food Academy Range on your next visit to your local SuperValu.



The Happy Pear
David, Darragh & Stephen Flynn,
Co. Wicklow



In 2016 we renewed our sponsorship with the **ALL-IRELAND SENIOR FOOTBALL CHAMPIONSHIP** for a further 4 years.

At SuperValu, 'We believe in Local' and nothing represents local more than the GAA, with its strong heritage and deep roots in every community across Ireland. 2017 marks SuperValu's eight year as sponsor of the GAA All-Ireland Football Championship and we are proud to say that it is a partnership that continues to grow from strength to strength.



In 2016 SuperValu helped inspire future generations, through our kits for kids initiative, local SuperValu retailers across the country awarded juvenile O'Neills training kits to over 370 clubs, worth €250,000 collectively. You can purchase your GAA match tickets here

You can purchase your GAA Match Tickets in selected SuperValu stores, visit supervalu.ie for store locations.



Keep a look out in-store for our **AWARD WINNING** Food Academy Range!



SuperValu TidyTowns Community Hero Competition

Once again we would like to recognise the commitment & dedication of those individuals who are the backbone of the competition and make it such a community initiative. To enter couldn't be easier, simply email your nominations to heroes@supervalu.ie and tell us why you think your committee member is either a Senior Community Hero & Junior Community Hero.

3 Easy Steps to nominate your Senior & Junior Hero:

1. Log onto *Supervalu.ie & down load the Community Hero Application Form (full address below)
2. Fill out the Community Hero Application Form
3. Email the completed form to heroes@supervalu.ie

Key Points to Note:

Closing date for all entrees **11th July 2016**.
 Judging will be based on entires received only.

Each Hero will receive a €100 SuperValu Gift voucher to spend to spend in their local SuperValu store, the overall winner will receive €500 Gift Voucher.

All 10 nominees will be joined by their local retailers at the national awards ceremony in the Helix and framed pictures are given to each of the 10 stores with finalists that will be on display in your local SuperValu store.

* www.supervalu.ie/realpeople/sponsorship/tidytowns/nominate



Stay in touch

SuperValu TidyTowns is all about community.

Be part of ours; tweet us @SuperValuIRL, like us on facebook, facebook.com/SuperValuIreland and make sure to visit supervalu.ie throughout the competition for plenty of updates!

