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It's Time to End the 'Winter Blues'

(Hamilton, Bermuda – 19th March 2014) Friday, 28th March 2014 will see the end of the 'Winter Blues' campaign for another year at the Islands largest local real estate company. 'Winter Blues' is an annual charity campaign supported by the all of the staff at Coldwell Banker and Bermuda Realty. This is the fifth year for the campaign and each year the employees decide on a charity or group of charities to receive contributions. In the past, donations have been paid weekly to wear "winter blues" (a.k.a. blue jeans) on Fridays and funds have been distributed to charities chosen each month by employees.

However, in 2013 the team decided to contribute non-perishable items to a food bin in the office throughout the four month long campaign for a representative from the **Pembroke Parish Community Feeding Programme** to collect regularly. It worked so well that the same charity was chosen for 2014!

The Pembroke Parish Community Feeding Programme is a multi-faceted programme administered by the Anglican Parish of Pembroke in collaboration with The Family Centre, The Eliza Doolittle Society, and Bermuda Cares. They offer community meals at St. Monica's Church on Monday evenings (6:00-7:00pm) and St. Augustine's Church on Wednesdays (5:30-6:30pm). The food pantry which is located at 127 St. John's Road, is open on Thursday mornings (9:30-11:30am) and offers food vouchers and grocery supplies for those in need.

For Bermuda Realty employees, the first official denim day for the 2014 campaign was actually scheduled pre-New Year on Friday, 6th December 2013. "We decided to begin before the holidays so that we would have a contribution ready when the food pantry shelves were empty after Christmas". said Paul Matthews, Chairman of the Company's Charity Committee. "This is the second year we have chosen to work closely with this charity over the winter months as the need in Bermuda continues to grow. We are very pleased with the response from our staff members who have contributed well over 500 food items this year."

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