

Press Release

FOR IMMEDIATE RELEASE

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CONTACT

Abby Williamson
Public Relations Manager
1818 Cornwall Ave., Vancouver
+706-304-0484

LULU LEMON SUSTAINABILITY CAMPAIGN

Starting on November 30th, all Lulu Lemon locations will begin a sustainability project where when a customer buys something they will get a canvas reusable bag with their purchase. Any time the bag is brought back to the store, the customer will get 5% off of their transaction.

We, as a company, believe that with the establishment of this holiday campaign not only will we be helping the environment with decreasing the amount of bags used. We will also be using the discount to help the cost of our products to not be as expensive.

By putting this project to use customers will feel they are making more of a difference in buying our products rather than it just being something for leisure and workout. This is our attempt to make a change and make a difference.

Yours Sincerely,

Abby Williamson

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