



MEDIA RELEASE

FEMININE HEALTH AND HYGIENE AWARENESS FOR LAE

WEDNESDAY 27 APRIL 2022 [City Pharmacy Limited GROUP (CPL GROUP)]: CPL PARTNERS WITH QUEENPADS TO ROLL OUT FIRST TOUR OF AWARENESS SESSIONS

Queenpads Products Limited with the support from CPL Foundation recently carried the maiden series of awareness programmes in the beautiful Morobe Province.

This series of activities are aimed at turning conversations towards menstrual health and the steps taken to manage the hygiene of the normal bodily function for many females.

"We must broach this subject and desensitize our families and communities to understanding this important need. It is silent and taboo topic, and we would like to change that.

Fathers, brothers, husbands and, male folk must identify ways to be respectful when discussing and understanding these special days," said Ms Anne-Shirley Korave- CEO of Queenpads Products Limited.

The awareness was carried out in seven locations in Lae including City Pharmacy Lae Top Town with 3 staff and more than 20 customers attending the session.

"We are pleased to sponsor this partnership and Queenpads is doing a huge job for society. It is very promising to see also male participants come to witness these awareness sessions. We held them in town, at the Papua New Guinea University of Technology with 46 participants attending while 297 students at attending from the two largest secondary schools in Lae and Bugandi Secondary High Schools," said Ajay Patel- CPL Foundation representative.

The awareness team also visited the Admin compound community where a total of 45 mothers and young girls attended the session. The last awareness session was carried out at Laga Industries company site with a total of 46 female staff present.

“ We made our messages as simple as possible and made it a safe space for open discussion. As we produce reusable cloth pads, we demonstrated how best to use these tools for health and hygiene,” said Ms Korave.

With the generous support of CPL Foundation, Queenpads reusable cloth pads are stocked in select City Pharmacy stores.

The next leg of the tour will go to Mt Hagen, Western Highlands province.



Caption: Lone male student among 46 female students who had attended the session at the PNG University of Technology in Lae, Morobe Province, being presented a consolation prize from CPL Foundation acting Coordinator, Ms Joycelyne Tapo.

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About CPL GROUP

CPL Group is the leading retailer in Papua New Guinea and has been operating since 1987. This trusted brand has over the years evolved into the iconic local brands including: Stop & Shop supermarkets, Hardware Haus, Bon Café, Stop & Shop Express, Fresh Express, Real Rewards, Jacks of PNG and Prouds.

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