

CMNS 3550 - Exercise 3 (Online | Press Release Headline + Lead)

Celebrate Earth Month with FreshFlow Grocers' Grand Opening

FreshFlow, a sustainable supermarket chain in Canada, is opening its first zero-waste store in Kelowna, British Columbia, on April 20th to celebrate Earth Month. This initiative helps Canadians reduce waste and promotes affordable, eco-friendly shopping. The store features bulk food sections, reusable container programs, and locally sourced organic products, benefiting shoppers and the environment during Earth Month celebrations.

- Paul Butland