



FOR IMMEDIATE RELEASE

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The Market St. Croix Pledges to Match \$10,000 in Donations to Queen Louise Home for Children

St. CROIX, VI — The Market St. Croix (formerly Plaza West) and the Hamed Family have pledged to match \$10,000 in donations towards Christmas fundraiser benefitting Queen Louise Home for Children.

The Hamed family made the difficult decision to suspend the annual Christmas Tree Sale and focus on keeping the community safe during the pandemic. Past tree sales have helped to bring significant funds to Queen Louise Home for Children during the holiday season, and The Market St. Croix hopes to motivate the community to continue to support the children's home.

"This is an unprecedented time in our community; where we have to look out for one another. Although we all are saddened that the community will miss what has become an enjoyable family outing — nevertheless, it is the right thing to do for this time," said Shawn Hamed.

Christmas donations to Queen Louise Home received through the entire month of December will count towards the challenge and will be matched dollar for dollar, up to \$10,000, by The Market St. Croix. Gifts can be made online at lssvi.org/christmas or call 340-772-4099.

"This gift speaks to the depth of compassion and generosity from the community and the Hamed family. It makes us fully appreciate the concept of the village that helps us give our children the love and care they deserve." said Junia John-Straker, CEO of Lutheran Social Services of the VI.

Queen Louise Home for Children is a 24-hour residential foster care for children in the Virgin Islands, and contributions fund the costs of operating the program 24 hours per day, 7 days per week. Children first come to Queen Louise Home through the VI Department of Human Services as a result of abuse, neglect, and/or displacement, or for respite care when needed. The program is a part of Lutheran Social Services of the Virgin Islands —the largest private child and family services agency in the US Virgin Islands.

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The Market St. Croix & The Market St. Thomas (KAC357 INC.), a Hamed Company, has recently debuted their new store name, logo and brand transformation campaign, celebrating its love of all customers and associates, food-first culture, and long history as St. Croix's and St. Thomas' favorite grocer. The Market STX & STT stores are committed to improve the Virgin Island community's shopping experience — including offering local produce, meats and products from VI local farmers/entrepreneurs.

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