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**TO: NEWS EDITORS – For Immediate Release**

**CHAMBER ENCOURAGES BUSINESS COMMUNITY TO SUPPORT RELIEF EFFORTS TO FLOODING DISASTER VICTIMS**

As we continue to witness the truly devastating effects of the severe flooding which took place last weekend in Diego Martin and environs, the Trinidad and Tobago Chamber of Industry and Commerce extends our heartfelt sympathies and condolences to all who lost lives, homes and belongings.

The Chamber is reaching out to all of our members in an appeal to assist our neighbours in the West by lending our own support to those in need of shelter, food, and other basic necessities during this time.

To this end, we have contacted the Trinidad and Tobago Red Cross Society and the Foundation for the Enhancement and Enrichment of Life (F.E.E.L) who are collecting imperishable and other items to donate to victims of the disaster. We are in full support of this initiative and have therefore embarked on an e-campaign to appeal to and encourage all of our Members and the wider business community to support these relief efforts by donating much-needed items, to F.E.E.L and the Red Cross.

We encourage all who can, to also give cash donations to F.E.E.L. at Scotiabank account number 1200274.

Any interested member of the private sector can visit our *facebook* page at [www.facebook.com/TTCIC](http://www.facebook.com/TTCIC) to find out how they can assist the families and businesses who have been affected by this disaster.

Our *facebook* page will give all the information as to the items that are desperately needed at this time.

Recognising the key role that businesses play along the entire disaster continuum, the Chamber will play our role in support of all disaster relief efforts for our Western neighbours and we will continue to work with F.E.E.L. and the T&T Red Cross to assist in any way possible.

**MARKETING AND COMMUNICATIONS**