

For Immediate Release

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Heart and Stroke Foundation of Barbados Receives Donation from Bimride to Support Cool School Nutrition Tour

Bimride, a local taxi ride-sharing company owned by Barbadian entrepreneur Stevenson Boyce has given a major contribution to the Heart and Stroke Foundation of Barbados Inc. Cool School Nutrition Tour. The tour is an outreach initiative aimed at all schools in Barbados, educating and informing students about better health and nutrition for themselves and their peers by youth advocates. Boyce, based in the USA, demonstrated his commitment to health and wellness in Barbados by providing funds to purchase healthy fruits for the national, publicly endorsed program. A strong advocate for youth health and community development, Boyce readily agreed to support the initiative when approached by the Foundation.

Speaking at St. Gabriel's School during the 51st Cool School Tour stop, Boyce expressed his enthusiasm for the partnership. "I am elated to partner and play my part in terms of proper corporate social responsibility and giving back to an island that contributed immensely to my growth as a businessman and entrepreneur," he stated. He lauded the School's Nutrition Policy, emphasizing its core pillars of health education, wholesome foods, and exercise.

Professor Ann St. John, Co-Chair of the Barbados Childhood Obesity Prevention Coalition, which is a key partner to the School Nutrition Tour, was on hand for the donation, in expressing thanks she said, "On behalf of our Coalition and the youth advocates making a difference in our island's schools, I extend my deepest gratitude for your generous contribution. Your support empowers our young leaders to promote health and helps in creating lasting changes among our island's children. Together, we are building a healthier future for the next generation. She further explained, "A continuing robust effort and commitment is needed for the children of our nation to receive balanced meals, in correct portion sizes for their ages. A focus on the daily consumption of fruits, vegetables and water, for promoting healthier lifestyles, and the recommended daily duration of exercise. Such measures are vital for the future of the nation, in which there is an exceedingly high prevalence of such conditions in the population- prevention being far better than cure."

The Heart and Stroke Foundation of Barbados is dedicated to disseminating information about the School's Nutrition Policy to young people eager to make a difference in their school environments. The Cool School Nutrition Tour commenced on Thursday, January 25, 2024, at the Alexandra School and officially launched on Thursday, February 15, 2024, at the St. Michael School with a press conference attended by media outlets. The Foundation has forged valuable partnerships with the Ross University School of Medicine and the University of the West Indies Medical Students Association, along with students from other faculties, including Sports Science and the wider body of Medical Sciences. These collaborations are instrumental in delivering the program's message of healthy eating and active lifestyles to students across Barbados.

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