New fred's store to donate to south Bossier schools

Written by Press-Tribune Staff Wednesday, 23 January 2013 09:03 -

A new fred's Super Dollar will will present \$500 donations to Sun City Elementary School, Curtis Elementary School, Elm Grove Elementary School, and Parkway High School as part of the grand opening for its new 16,000-square-foot store located at 5590 Barksdale Blvd., Bossier City, at 8:45 a.m. Friday, January 25.

"We are thrilled to be a part of the Bossier City community," said Ursula Roman, marketing director for fred's Super Dollar. "As an organization that encourages strong community involvement and recognizes the importance of education, we strive to contribute to any needs we can for educational programs that will benefit children of this community."

Kimberly Tuminello, principal at Sun City Elementary, said she is thrilled to have a new community partner.

"We are going to use the donation to purchase a new iPad for one of our classrooms," Tuminello said.

Sherri Pool, principal at Curtis Elementary School, said she is very appreciative, noting, "We are going to use the money to help replace some of the computers in our computer lab."

Terrie Johnson, principal at Elm Grove Middle School, plans to use the money to help purchase some classroom-level technology, such as TV Modules.

"This is so exciting!" Johnson said. "We want to extend a big community welcome to fred's, we are very appreciative of the support."

Dr. Nichole Bourgeois, principal at Parkway High School, said she will be using the money to help fund some new security efforts.

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"We are purchasing new security radios for the school," Bourgeois said. "The donation from fred's will definitely help ease those costs."

The fred's Super Dollar in Bossier City is the new-store concept for Fred's Inc. that offers the famous low prices and a wide variety of merchandise that fred's Super Dollar is known for, all in an improved, customer-centric shopping experience. Changes in store layout, lighting, shelving, aisle widths and signage have made this new prototype a unique and appealing shopping environment.

"We have conducted extensive qualitative and quantitative research into what our customers and our competitors' customers want in a shopping experience," said Dave Mueller, SVP Sales and Marketing for Fred's Inc. "We feel fred's Super Dollar will deliver the ideal size, product mix and store flow to accommodate customers who are looking for a quick in-and-out shopping trip, or those who want a full bargain-hunting shopping experience."

Bossier City's new store features an expanded food selection that doubles traditional fred's Super Dollar food offerings with additional breakfast foods, quick meals, beverages and more. Customers will also find a wide selection of recognized national brands as well as fred's brands.

The fred's Super Dollar also includes a state-of-the-art pharmacy that features a drive-through window providing easy pick-up and drop-off of prescriptions. Conveniently located in the front of the store, the pharmacy offers a friendly, knowledgeable staff that is available to answer health-related questions. From the pharmacy, to in-store help, to check out, customers will notice a friendly overall in-store atmosphere.

"We believe the community of Bossier City will be attracted to the new fred's Super Dollar, and will be thrilled by every aspect of the service, product variety and the ease of the shopping experience," added Mueller.

Grand opening activities will begin with the official ribbon cutting and the first 150 customers will receive a free fred's Super Dollar reusable shopping bag. Customers can also win one of three \$100 shopping sprees in smartbucks when they register and swipe their fred's smartcard during the grand opening weekend.

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The hours for Bossier City's new fred's Super Dollar are 9 a.m. to 9 p.m. Monday through Saturday and 10 a.m. to 8 p.m. on Sunday. Pharmacy hours are Monday through Saturday 9 a.m. to 7 p.m. and closed Sunday. For additional information, please call the store at (318) 746-7503 or the pharmacy at (318) 746-1718.

For more information, visit www.fredsinc.com.