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SCB joins race for women in Paris

Compagnie Fruitière has revealed its pride in becoming a partner of the women-only La Parisienne race through the French capital, where it will distribute its SCB bananas



Banana brand SCB has for the first time become a partner of La Parisienne, a race in the French capital that is exclusively for women.

According to a press release from SCB brand owner Compagnie Fruitière, which is the leading producer of bananas in Africa, the race, which

marks its 20th anniversary this year, is not just a sporting event and a friendly get-together, but also an act of solidarity.

"SCB, a natural ally of active women, is especially proud to support this event to share the values of sport and solidarity," the company stated.

Compagnie Fruitière is planning to offer more than 4 tonnes of its SCB bananas over the course of the race.

The event takes place on 11 September, with all the money raised going towards breast cancer research.