



**FOR IMMEDIATE RELEASE**

**Loblaw Companies Limited makes generous donation to YMCA Strong Kids Campaign:  
Donation offers hope for children, teens and families during hard economic times**

TORONTO, ON - Thanks to a generous donation by Loblaw Companies Limited, more children, teens and families across Canada will be able to participate in and enjoy the full benefits of YMCA programs at a time when many families simply cannot afford the costs involved.

On February 13, 2009, Loblaw Companies Limited contributed \$100,000 to the 2009 YMCA Strong Kids Campaign. The month-long campaign, which officially launches on February 16, is focused on raising much needed financial support for children, teens and families who are unable to afford the full cost of participation in a YMCA program or activity.

Loblaw Companies Limited's contribution to the YMCA Strong Kids Campaign demonstrates their commitment and dedication to enabling children's participation in recreation, health and fitness activities in local communities across Canada. "We believe that all children, regardless of their ability to pay fees, should be able to participate and benefit from YMCA programs. Loblaw Companies Limited appreciates everything the YMCA does in the effort to build strong kids, strong families and strong communities," says Peggy Hornell, Senior Director of Community Investment.

Funds raised through the YMCA Strong Kids Campaign go directly to children and youth in the community, and support financially assisted memberships and recreation programs for children and youth at YMCAs across the country. This includes, but is not limited to, helping a child attend day camp for the first time, helping a struggling teen find employment, enabling a child to participate in a recreation or fitness activity and assisting a struggling family pay for YMCA Child Care.

"Last year, YMCA Strong Kids provided direct financial assistance to 176,000 people across Canada," says Robert Armstrong, Sr. Vice President, YMCA Ontario. "Loblaw Companies' generous contribution and ongoing support of the YMCA has provided us with great momentum in launching this year's campaign and at a time when our communities need it most."

To make a donation to the YMCA Strong Kids Campaign, go to [www.ymcastrongkids.ca](http://www.ymcastrongkids.ca) or visit your local YMCA.



### **About the YMCA**

*As a charity that's over 150 years old, YMCAs across Canada are dedicated to the growth of all persons in spirit, mind and body, and to their sense of responsibility to each other and the global community. YMCAs in Canada provide values-based programs that teach the importance of caring, honesty, respect and responsibility. Together, local YMCAs help build stronger kids, families and communities.*

### **About Loblaw Companies Limited**

*Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 140,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice®, no name® and Joe Fresh Style® brands. In addition, the Company makes available to consumers President's Choice financial services and offers the PC points loyalty program.*

*For further information contact:*

**YMCA**

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**LOBLAW COMPANIES LIMITED**

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