



Winnifred Stewart
Association

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Grocery Chain Makes Decision to Support Winnifred Stewart Association in Annual *We Care* Fundraising Program

Edmonton, AB—From 11 am to 5 pm this Saturday, January 26, 2008, customers stopping in at the Coliseum Safeway (8118-118 Avenue) will be treated to free cake along with plenty of smiles at the store's *Miles for Smiles* kick-off event for Safeway's annual *We Care* program.

Staff from the Winnifred Stewart Association (WSA) will be on location at the busy grocery store to hand out free cake and coupon books, in addition to friendly smiles and background information on the organization. Employees at this local Safeway store recently made a collective decision to support the Winnifred Stewart Association as part of Canada Safeway's annual *We Care* fundraising program. "We're so excited to be part of Safeway's campaign this year as their involvement will help raise even more awareness for our Association and cause," states WSA Volunteer and Special Events Coordinator, Nichole Jordan. So far, the Coliseum Safeway has already raised over \$1,900 for WSA through smaller fundraisers organized by the Safeway staff. Nichole explains further, "Our goal for this year's campaign is to raise \$5,000, and the staff have assured me that we will surpass that amount. We are very grateful to everyone at Canada Safeway for working so hard on WSA's behalf."

Safeway's *We Care* program has enjoyed incredible success since its inception in 1998, raising over \$20 million in funds for local charities. Every year, employees at each individual store location select a cause and participate in a multiple-month campaign designed to raise money and awareness for that specific cause. This year, Safeway will donate in excess of \$3.4 million to over 200 local charities across Western Canada. The program's focus in 2008 is to provide fundraising support for families living with disabilities and help those individuals facing such challenges live their lives to their fullest potential. The program's 2008 theme, Supporting Children and Families Living with Physical and Developmental Disabilities, closely matched that of Winnifred Stewart Association's. Thus, the Coliseum Safeway store's decision became an easy one.

Every Safeway store holds its own *Miles for Smiles* event to kick off the campaign. The event is so named because for every \$2 donation made to the selected charity, in this case WSA, customers receive five AIR MILES, courtesy of Safeway. Drop by the Coliseum Safeway (8118-118 Avenue) this Saturday, January 26, from 11 am to 5 pm to take advantage of this offer, enjoy some free cake, and support the Winnifred Stewart Association. For more information on WSA or its programs, visit www.winnifredstewart.com.

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