

## Media Advisory

### FOR IMMEDIATE RELEASE

#### Arthur Street Safeway Raises \$16,044 for Children's Centre Foundation Thunder Bay

Thunder Bay, ON, June 21, 2008 – Staff and volunteers gathered at Safeway (Arthur Street location) on Saturday June 21<sup>st</sup> for the public announcement of their fundraising success. A total of \$16, 044 was raised for the Children's Centre Foundation Thunder Bay in support of Children's Centre Thunder Bay's (CCTB) Early Intervention Program (EIP). Each year, Safeway stores select a theme for their "We Care" charity campaign. This year's theme was 'supporting children and families living with physical and developmental disabilities'. The Early Intervention program at CCTB does just that.

"This has been an incredible opportunity for us to help educate the public, not only about developmental disabilities in children, but also in terms of what resources are available to families. The fundraising efforts and support from Safeway have been outstanding, and we are so pleased with this partnership", says Public Education Coordinator, Laura Chown of Children's Centre Foundation Thunder Bay.

Staff and volunteers from Safeway, Children's Centre Foundation Thunder Bay, and Children's Centre Thunder Bay's Early Intervention Program worked together from January to March 31<sup>st</sup> to help raise funds and awareness for EIP. They held a variety of events, including guitar hero demonstrations, cookie decorating, hot dog sales, a cooking demonstration and raffle, among others. Additionally, volunteers, including MPP Bill Mauro, bagged groceries and helped to raise awareness within the community.

The funds raised will be used to serve the clients of the Early Intervention Program. Audiovisual equipment for client work and assessments, books, toys, educational games, and child and family resources are on the wish list for EIP. Thanks to the wonderfully dedicated team at Safeway Arthur Street, this year's fundraising endeavours were a great success.

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