

# Media Release

For Immediate Release  
November 27, 2015



## **LCBO's *Giving Back In Our Community* campaign raises funds for Children's Health Foundation in December**

Starting November 27, the public can help support Children's Health Foundation by making a donation at LCBO stores throughout Ontario. Donation boxes for Children's Health Foundation will be displayed at LCBO checkout counters until December 31, 2015. As part of LCBO's annual *Giving Back In Our Community* campaign, customer service representatives will also invite customers to add a \$2, \$5 or \$10 donation to their purchase until December 31, 2015.

During this period, LCBO's *Giving Back In Our Community* in-store prompted and donation box fundraising campaign raises funds for Ontario's four regional children's hospitals and Mothers Against Drunk Driving (MADD Canada). These hospital foundations include Children's Health Foundation (London), SickKids Foundation (Toronto), McMaster Children's Hospital Foundation (Hamilton) and CHEO Foundation (Ottawa), with the donations focused on alcohol-related education and harm reduction programs. The funds raised for MADD Canada support its *School Assembly Program* to educate youth on the dangers of drinking, drugs and driving.

Funds donated to Children's Health Foundation will support the *Impaired Minds Produce Actions Causing Trauma* (!MPACT) Program, which focuses on developing presentations and resources for high school students on issues including impaired and distracted driving, binge drinking and peer pressure. The campaign will also help purchase equipment for the Neonatal Intensive Care Unit at Children's Hospital, London Health Sciences Centre, supporting our region's most fragile infants.

"The enthusiastic participation of LCBO, its employees and especially its customers helps raise awareness and critical funds to support the emotional, physical and psychological well-being of young people and babies in our region," says Susan Crowley, President and CEO of Children's Health Foundation. "The public's generosity will truly make a positive difference in the lives of our patients and we sincerely thank you for supporting Children's Health Foundation this holiday season."

"LCBO is pleased to partner with Children's Health Foundation for the annual *Giving Back In Our Community* fundraising campaign," says LCBO President & CEO Bob Peter. "This December, our hope is to surpass last year's \$4.79 million record that we raised with the public's generous support to help these organizations make a meaningful difference in the areas of alcohol-related education and harm reduction for children and youth across Ontario."

Children's Health Foundation is one of 28 provincial and numerous local charities that will benefit from LCBO's province-wide donation box program in 2015. In 2014, LCBO raised a total of more than \$9.5 million for charities through special programs and initiatives, of which \$8.8 million was raised through in-store fundraising. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$1.805 billion in fiscal 2014-15, excluding taxes, supports a wide range of important government programs, services and priorities, including health care, education, infrastructure and other important public services.

Children's Health Foundation thanks the public for its support when shopping at their local LCBO store from November 27– December 31, 2015.

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