

**FOR IMMEDIATE RELEASE**

March 31<sup>ST</sup>, 2011

**Canada Safeway, SMD Foundation/Easter Seals™ Manitoba and You  
Helping All Youth Reach Their Full Potential**

**Winnipeg, Manitoba** – Beginning **April 1<sup>st</sup> through to April 30<sup>th</sup>**, [SMD Foundation/Easter Seals™ Manitoba](#) and leading provincial partner Canada Safeway invite customers to make a \$2 donation at the check stand to help support inclusive camp, leisure and recreational programming for children with disabilities in Manitoba.

Each customer that donates \$2 towards the campaign will **receive 5 Air Miles in recognition** for their support.

The Canada Safeway Campaign, which is a national fundraising initiative for Easter Seals™ Canada supports children with disabilities across the country during the month of April. Since 2008, the Canada Safeway Campaign in Manitoba has raised over \$440,000.00, which supports inclusive camp, recreation & leisure, power wheelchair hockey, independence for youth, and sledge hockey programs for children with disabilities. The 2011 Safeway Campaign is [projected to raise over \\$200,000](#) for children with disabilities in Manitoba.



**What:** [2011 Canada Safeway Campaign](#)  
**When:** Friday, April 1<sup>st</sup> through Sunday, April 30<sup>th</sup>  
**Where:** 33 Canada Safeway stores province-wide  
**How:** *Make a \$2 donation at your local Safeway Store*  
**Why:** Over 170,000 Manitobans have a disability.  
 Help us build life-changing opportunities for Manitobans of all abilities.

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**FOR MORE INFORMATION, PLEASE CONTACT:**

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