

**FOR IMMEDIATE RELEASE**  
**March 25<sup>th</sup>, 2011**



## **Easter Seals™ Hatches 2011 Paper Egg Campaign** **March 28<sup>th</sup> to April 24<sup>th</sup>, 2011**

**WINNIPEG, MANITOBA** – SMD Foundation/Easter Seals™ Manitoba team up with the following participating retailers: **The Bargain Shop, RONA, Smitty's Restaurants, Old Navy, The Cupcake Corner, Booster Juice** and **Mac's Convenience** locations province-wide for the 2011 Paper Egg Campaign to raise money for programs and services benefiting children, youth and adults with disabilities.

From **March 28<sup>th</sup> through to April 24<sup>th</sup>, 2011**, retailers will encourage their customers to purchase a Paper Egg which sells for only a \$2.00. Children and parents can write their name on the egg which will be displayed at the stores.

All proceeds from the sales of the Paper Eggs will go directly toward helping over 40,000 Manitobans who rely on services such as the Deaf and Hard-of-Hearing program(s) and camping and recreational programs provided by SMD ([Society for Manitobans with Disabilities](http://www.smd.mb.ca)).

*"It's as easy as saying YES to the cashier when they ask if you'd like to purchase a Paper Egg. For only a \$2.00, you can make a big impact on the lives of Manitobans with disabilities,"* says Tammy Hildebrand-Ardiles, National Special Events Manager with SMD Foundation/Easter Seals™ Manitoba.

The Paper Egg Campaign is a national marketing, awareness and fundraising project of Easter Seals™ Canada. The [2011 Paper Egg Campaign](http://www.paperegg.ca) is projecting to raise over \$50,000 for Manitobans with disabilities. All revenues generated provincially remain in Manitoba.

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### **FOR MORE INFORMATION, PLEASE CONTACT:**

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