



So **ALL** Kids Can Play!

KidSport Teams Up with Real Canadian Superstores in Ontario to Ensure No Kid Gets Left on the Sidelines

Toronto, Friday June 24, 2011 – KidSport has partnered with Loblaw Companies Limited through their Real Canadian Superstores in Ontario to bring awareness to the importance of children participating in sport regardless of financial circumstances. From June 24 to June 30 Real Canadian Superstore customers will be able to support KidSport through the Give a Little, Help a Lot campaign. At the checkout, customers will have the opportunity to donate two dollars to KidSport. All of the money raised will remain in the community it was donated and will go towards local kids in need. The Give a Little, Help a Lot campaign is a great opportunity for customers to support their community and ensure financial circumstances are not a barrier to children that want to play sports, and are able to play this summer.

“Every year in Ontario alone, thousands of kids are left on the sidelines because their families can’t afford to enrol them in sport” says Dawn MacDonald, Executive Director at KidSport Ontario. “At KidSport we believe every child should have the opportunity to play and we try to ensure this by providing grants to the kids most in need. A direct to the family grant goes to either paying for their registration fees or assisting with the purchase of equipment”. “Every dollar helps, and Loblaw understands this concept” emphasizes MacDonald.

About KidSport:

At KidSport we believe that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. KidSport™ provides support to children in order to remove financial barriers that prevent them from playing organized sport.

There is nothing better for a child’s mental and physical growth than sport and physical activity. Their participation helps them perform better in school, develop stronger social skills and build stronger and healthier bodies. It allows them to develop healthy habits, self-esteem and leadership skills, creating a solid foundation for all of their future accomplishments.

KidSport Ontario provides grant assistance to children 18 years and younger who are facing financial barriers preventing them from taking part in organized sport. Grants range from \$50 to \$250 and go towards registration and/or equipment costs. Since its creation over 150,000 kids across the country have given the chance to play sport through KidSport Grants.

For more information please visit www.kidsport.ca.

About Loblaw Companies Limited:

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food retailer and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ more than 136,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering.

Loblaw Companies Limited is committed to being socially responsible by respecting the environment, sourcing with integrity, making a positive difference in our community, reflecting our nation's diversity and being a great place to work

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