



# News Release

## Give a Little, Help a Lot campaign raises funds for KidSport

YELLOWKNIFE (June 18, 2010) – Annually, Loblaw Companies Limited (Loblaw) corporate and franchised stores run a nation-wide charitable campaign that helps colleagues, franchises, franchise employees and customers make a difference in their local communities. For one week in June, this campaign allows customers to add \$2 to their grocery bill to help kids in need in their community. Since its launch in 2008, the *Give a Little, Help a Lot* campaign has raised over \$1.3 million dollars for charities across the country.

As a chosen recipient for the 2009 campaign, KidSport™ Canada was supported by Real Canadian Superstores in Ontario and the Western provinces, as well as Extra Foods. Last year the campaign raised over \$174,000 nationally to help ensure no kid is left on the sidelines. In Yellowknife, both Extra Foods stores will be running the *Give a Little, Help a Lot* campaign from June 18 through 25, 2010. The money raised from both stores will be donated to KidSport NWT to *support children in order to remove financial barriers that prevent them from playing organized sport.*

The KidSport™ program is administered in the Northwest Territories by the Sport North Federation. It has a territorial chapter located in Yellowknife and raises funds for all NWT communities. Grants of up to \$300 are available to children to assist with the cost of sport registration fees, equipment and travel. Since 2001, KidSport™ NWT has distributed \$250,000 to 1,400 children.

Let's all do our part and turn a small donation into something big!

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For more information, contact:  
Gail Nesbitt, KidSport Coordinator  
(867) 669-8332  
[www.kidsportcanada.ca](http://www.kidsportcanada.ca)