

August 31, 2011

HEALTH NEXUS RAISES FUNDS FOR HEALTHY PREGNANCIES THROUGH LCBO'S IN-STORE DONATION PROGRAM

Starting September 1, the public can help Health Nexus, Ontario's leading bilingual health promotion organization, to raise awareness about alcohol and pregnancy by making a donation at any of the more than 600 stores throughout Ontario. Donation boxes for Health Nexus' key program, the Best Start Resource Centre, will be displayed at LCBO checkout counters until September 30.

The Best Start Resource Centre supports service providers across Ontario to improve the health of pregnant women, infants and young children. Best Start Resource Centre provides training, consultation and networking opportunities for service providers, and develops needed resources and awareness campaigns. One of the areas of focus for the Best Start Resource Centre is province-wide strategies to raise awareness about the risks of drinking alcohol during pregnancy and to improve the skills of health care providers around alcohol use in pregnancy. LCBO has supported these strategies by including information in its stores and *FOOD&DRINK* magazine. Funds raised through donations will be used to promote healthy pregnancies and healthy babies, with a focus on alcohol use in pregnancy. For more information, visit www.beststart.org or www.alcoholfreepregnancy.ca.

"Best Start Resource Centre appreciates the ongoing commitment from LCBO. They have been instrumental in supporting provincial strategies to raise awareness about alcohol and pregnancy," says Best Start Resource Centre Manager Wendy McAllister. "LCBO's province-wide store network helps to share important information about alcohol and pregnancy, and we appreciate the support from LCBO staff and especially its customers."

"LCBO is pleased to partner with Health Nexus and support the Best Start Resource Centre to improve the lives of individuals and communities across Ontario," says LCBO President & CEO Bob Peter. "We appreciate the unwavering generosity of LCBO's customers and staff who support these worthy causes and, in turn, assist their fellow Ontarians."

Best Start Resource Centre is one of 25 provincial, as well as numerous local charities, that will benefit from the LCBO's province-wide donation box program in 2011. In 2010, LCBO raised a total of \$5.4 million for charities through special programs and initiatives, of which \$4.8 million was raised through in-store fundraising. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$1.55 billion in fiscal 2010-11, excluding taxes,

supports a wide range of important government programs, services and priorities, including health care and education.

Health Nexus and the Best Start Resource Centre thank the public for its support when shopping at their local LCBO store during September.

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Media Contacts:

Wendy McAllister

Manager, Best Start Resource Centre

Tel: 1-800-397-9567 x2279, E-mail: w.mcallister@healthnexus.ca

Website: www.healthnexus.ca

Stephanie Petroff

LCBO Senior Communications Consultant

Tel: 416 864-6792; E-mail: stephanie.petroff@lcbo.com