



NEWS RELEASE

LCBO Stores Raise Funds for Spina Bifida & Hydrocephalus Association of Ontario

(TORONTO, ON): Starting **May 26, 2013**, the public can help support the Spina Bifida & Hydrocephalus Association of Ontario (SB&H) by making a donation at any of the 635 LCBO stores throughout Ontario. Donation boxes for SB&H's ***Every Healthy Baby is a Victory!*** campaign will be displayed at LCBO checkout counters until **June 22, 2013**.

SB&H is the leading charitable health organization in Ontario providing direct support, guidance and comprehensive information to thousands of families living with spina bifida and hydrocephalus, complex, neurological conditions.

"LCBO's province-wide store network and supportive staff help us raise significant funds and increase public awareness about spina bifida & hydrocephalus," said Joan Booth, Executive Director, SB&H. "This is an excellent opportunity, using our Every Health Baby is a Victory message on LCBO coin boxes, to spread the word about the vital need for women to take a daily multivitamin containing 0.4 mg of folic acid. Doing so can dramatically reduce the risk of birth defects such as spina bifida. We appreciate the support we receive from LCBO, its employees and especially its customers."

"As a good neighbour, LCBO is pleased to partner with SB&H and support a variety of worthy causes," says LCBO President & CEO Bob Peter. "Through the generosity of LCBO customers and staff, we help improve the lives of countless Ontarians and make a difference where we live and work."

SB&H is one of 28 provincial, as well as numerous local charities, that will benefit from LCBO's province-wide donation box program in 2013. In 2012, LCBO raised a total of more than \$6.6 million for charities through special programs and initiatives, of which \$6.1 million was raised through in-store fundraising. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$1.63 billion in fiscal 2011-12, excluding taxes, supports a wide range of important government programs, services and priorities, including health care and education.

SB&H thanks the public for its support when shopping at their local LCBO store from May 26 to June 22.

MEDIA CONTACTS

Ken Koffman
Director of Development & Promotion
kkoffman@sbhao.on.ca
416-214-1056 or 800-387-1575

Stephanie Petroff LCBO
LCBO Senior Communications Consultant
stephanie.petroff@lcbo.com
Tel: 416-864-6792