



Dufresne Celebrates Charities in with \$1 Million Challenge

(*Winnipeg, Manitoba* – November 3, 2011) – Shelters for abused women, sports programs for less fortunate children and treatment services for cancer patients are some of the charitable programs that will benefit from Dufresne’s \$1 Million Charity Challenge.

As part of the year-long celebration of Dufresne’s 25th anniversary, Dufresne is awarding \$500,000 in grants to 51 charities, including forty-three charitable organizations in Manitoba and eight non-profits in Ontario. Grant amounts range from \$5,000 to \$30,000 each. These non-profit recipients, who focus on women, children and health programs, will then raise an equivalent amount to equal a total of \$1 million.

Mark Dufresne, CEO of The Dufresne Group remarked, “We are all enriched by our community experiences and that is why we at Dufresne believe in recognizing and supporting the quality of life within the communities where we live, work and play.”

The Manitoba recipients of Dufresne’s \$1 Million Charity Challenge are:

Child and Family Services of Western Manitoba Foundation - Brandon
Security Blanket Providers Incorporated – Brandon
Big Brothers and Big Sisters of Portage la Prairie Inc. – Portage la Prairie
Portage Family Abuse Prevention Centre Inc. – Portage la Prairie
Camp Stepping Stones – Selkirk
Selkirk Community Library – Selkirk
Selkirk Food Bank – Selkirk
Swan River Crisis Centre – Swan River
Swan Valley Recreation and Wellness Centre – Swan River
Adoptions Option Manitoba Inc. – Winnipeg
ALS Society of Manitoba – Winnipeg
Alzheimer Society of Manitoba – Winnipeg
Big Brothers Big Sisters of Winnipeg – Winnipeg
Boys and Girls Clubs of Winnipeg Inc. – Winnipeg
Canadian Diabetes Association – Winnipeg
CancerCare Manitoba Foundation re: Kendra’s Walk – Winnipeg
Children’s Rehabilitation Foundation Inc. – Winnipeg
Clinique Youville Clinic Inc. – Winnipeg
Family Services of Winnipeg Inc. – Winnipeg
Friends of the Canadian Museum of Human Rights Inc. – Winnipeg
Health Sciences Centre Foundation – Winnipeg
Heart and Stroke Foundation of Manitoba – Winnipeg
Holy Names House of Peace – Winnipeg

Jocelyn House Inc. – Winnipeg
Kids Help Phone – Winnipeg
Kidsport Canada – Manitoba – Winnipeg
Manitoba Riding for the Disabled Association Inc. – Winnipeg
Misericordia Health Centre Foundation Inc. – Winnipeg
Ndinawemaaganag Endaawaad – Winnipeg
Oak Hammock Marsh Interpretive Centre (Ducks Unlimited Canada) – Winnipeg
Osborne House Inc. – Winnipeg
Pediatric Oncology Family Centre of Manitoba Inc. – Winnipeg
Shilo Military Family Resource Centre – Winnipeg
SMA St. Mary's Academy – Winnipeg
Special Olympics Manitoba – Winnipeg
St. Paul's High School Inc. – Winnipeg
St. Boniface Hospital Research Foundation – Winnipeg
The Horse Connection Inc. – Winnipeg
The Movement Centre of Manitoba Inc. – Winnipeg
The Tallman Foundation – Winnipeg
Winnipeg Habitat for Humanity Inc. – Winnipeg
Winnipeg Harvest Inc. – Winnipeg
Youth for Christ Winnipeg Inc. – Winnipeg

Shandy Csuzdi Walls, Director of Major & Planned Giving at Health Sciences Centre Foundation commented, "This generous grant from Dufresne's will allow us to refurbish two patient and family waiting rooms, providing a comfortable respite area. We applaud Dufresne's generosity in helping not only Health Sciences Centre to fulfill the vision of Patients First, but for highlighting how corporate philanthropy can directly impact the wide needs in our local community."

The Ottawa and Northwestern Ontario recipients of Dufresne's \$1 Million Charity Challenge are:

Dryden Youth Soccer, Dryden
Grace Haven Lutheran Community Care Centre, Dryden
Interval House of Ottawa-Maison Interval d'Ottawa, Ottawa
Firefly-Minto Resource Centre, Kenora
Lake of the Woods District Hospital Foundation, Kenora
Lake of the Woods District Hospital Community Program's Aamikkowiish Housing Project, Kenora
Triple P.L.A.Y., Kenora
Health Science Centre Thunder Bay, Thunder Bay

Karen MacInnis, Executive Director of Interval House of Ottawa-Maison Interval d'Ottawa said this grant will go a long way to helping abused women and their children to begin abuse-free lives. MacInnis emphasized, "We are delighted with Dufresne's support! This grant will help us ensure that our new home is properly equipped to offer residents and their children an environment that is comfortable, safe and supportive – all of which are especially important to ensuring their well-being as they transition through very challenging circumstances."

The charities will receive their award presentations at a special event in the coming weeks. A list of all the recipients is available at www.dufresne.ca

About The Dufresne Group:

Dufresne is one of the few companies recognized by the 50 Best Managed Companies program for 12 consecutive years. In addition, Dufresne has achieved Platinum Status in the club, a recognition reserved for those outstanding companies who have sustained a standard of excellence and leadership in all areas of their business practices and have qualified in the award program for at least six consecutive years.

Dufresne operates 11 retail stores that stretch from Manitoba through Ontario. In addition, they own the Dufresne Retail Solutions Group, a buying group that serves over 85 independent member locations from coast to coast. Dufresne is proud to supply The Northwest Company with furniture, mattresses and appliances for their 145 locations that service remote communities across northern Canada.

This family owned business continues to be one of the largest furniture and appliance retailers in Canada. To learn more about The Dufresne Group's story, please visit www.dufresne.ca.

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