

So **ALL** Kids  
Can Play!



**FOR IMMEDIATE RELEASE**

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## **Local Grocery Stores Help Kids Play Sport**

Real Canadian Superstore and Extra Foods team up with KidSport™ Manitoba

**Winnipeg MB** –Loblaw Companies Limited (Real Canadian Superstore and Extra Foods) partnered with KidSport™ Canada for the third annual *Give a Little, Help a Lot* campaign. This year the national campaign ran from June 24-30 and raised \$22,434.12 for Manitoba children in lower income families to give them an opportunity to play in organized sport.

“KidSport Manitoba is thrilled to have the support of Loblaw Companies Limited,” said Kim Browning Director of Marketing for Sport Manitoba. “Every dollar raised in each store will go directly to help kids in that community and will give hundreds of children the opportunity to be a part of a team.”

The campaign ran across the province and stores in Winnipeg, Steinbach, The Pas, Dauphin, Swan River, Selkirk, Thompson, Brandon, Flin Flon, and Winkler all participated. Other provinces to reap the benefits of the *Give a Little, Help a Lot* campaign were Ontario, Saskatchewan, Alberta, and British Columbia.

KidSport™ Manitoba is overwhelmed with the support and generosity of shoppers in Manitoba and is thankful for all those who chose to donate to KidSport™ when purchasing their groceries at Real Canadian Superstore or Extra Foods.

**About KidSport:** KidSport™ is a community-based sports funding program that provides grants for children, ages 6 to 18, who are financially disadvantaged to participate in amateur sport and learn valuable life lessons and skills.

### **For more information, please contact:**

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