GIVE ALITTLE, HELP A LOT CAMPAIGN SUPPORTS KIDSPORT ONTARIO SO ALL KIDS CAN PLAY!

**Toronto, June 10, 2015** – Customers of Extra Foods® and Real Canadian Superstore® will have the chance to make a significant impact on the lives of local under-resourced kids. From June 12 to June 19, 2015, both Loblaw stores across Ontario will be supporting KidSport™ by raising funds through their *Give a Little, Help a Lot™* in-store campaign. Throughout the week, cashiers will be asking customers to donate $2...So ALL Kids Can Play!

The *Give a Little, Help a Lot* campaign provides customers with the opportunity to change a child’s life through sport while having a lasting impact on their community. All funds donated during the campaign will be distributed through sport registration fee and equipment grants by KidSport to local kids in need. KidSport and Loblaw Companies Limited understand that sport goes beyond the playing field and that it is connected to a child’s mental and physical development, with its benefits lasting a lifetime.

“Sport participation has so many incredible benefits for kids. Sport provides them with a variety of experiences, tools and skills that not only benefit them immediately, but assist them over the course of their lives in reaching their potential as people.” says David Carr-Harris, Manager of KidSport Ontario. “Each year there are many kids who miss out on the opportunity to play sport because their family cannot afford the cost. With the support of partners like Loblaw Companies Ltd. and their *Give a Little, Help a Lot* campaign, together we will ensure that there are fewer kids left on the sideline this year.”

**About KidSport:**
KidSport believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. KidSport provides support to children in order to remove financial barriers that prevent them from playing organized sport.

In Ontario, the KidSport program was launched in 2000. Since that time, KidSport has assisted more than 19,500 under-resourced kids play a season of sport, providing over $4M in grants to kids. KidSport Ontario currently consists of 23 volunteer community chapters who assist in providing over 3,000 grants to kids in need each year.
For more information about KidSport please visit [www.kidsport.ca](http://www.kidsport.ca).

**About Loblaw Companies Limited TSX:**

Loblaw Companies Limited is Canada's food and pharmacy leader, the nation's largest retailer, and the majority unit holder of Choice Properties Real Estate Investment Trust. Loblaw provides Canadians with grocery, pharmacy, health and beauty, apparel, general merchandise, banking, and wireless mobile products and services. With more than 2,300 corporate, franchised and Associate-owned locations, Loblaw, its franchisees, and Associate-owners employ approximately 192,000 full- and part-time employees, making it one of Canada's largest private sector employers.

Loblaw's purpose – Live Life Well – puts first the needs and well-being of Canadians who make one billion transactions annually in the companies' stores. Loblaw is positioned to meet and exceed those needs in many ways: convenient locations; more than 1,050 grocery stores that span the value spectrum from discount to specialty; full-service pharmacies at more than 1,250 Shoppers Drug Mart® and Pharmaprix® locations and more than 500 Loblaw locations PC Financial® no-fee banking; affordable Joe Fresh® fashion and family apparel; and three of Canada's top consumer brands in Life Brand®, no name® and President's Choice®. Through the PC Plus™ and Shoppers Optimum® loyalty programs, more than one in every three Canadians are rewarded for shopping with the companies.

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