GIVE A LITTLE, HELP A LOT CAMPAIGN MAKES A BIG DIFFERENCE FOR LOCAL KIDS!

VANCOUVER, BC, July 13, 2016 – From July 15th to 28th, 2016 British Columbia customers of Real Canadian Superstore® and Extra Foods® have the opportunity to get local under-serviced children off the sidelines and playing sport through the Give a Little, Help a Lot campaign and KidSport.

The annual in-store fundraising campaign is supporting KidSport in Real Canadian Superstore and Extra Foods stores across Canada. Over the next two weeks, cashiers will be asking customers to donate $2 when they pay...So ALL Kids Can Play! Every dollar donated at checkout will go back to local children facing financial barriers to their participation in organized sport, by way of a KidSport grant.

KidSport and Loblaw Companies Ltd. are working together because they understand that the benefits of sport go well beyond the playing field. “Many of the skills that are developed and experiences gained from sport help equip kids with the tools to reach their potential as adults. We believe that all children should have the opportunity to participate in organized sport regardless of their ability to pay. We are pleased that Loblaws shares this same belief” says Pete Quevillon, Director of KidSport BC.

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Every donation during *Give a Little, Help a Lot* will have a big impact, highlighted by the over $1.25M raised nationally by the campaign for the KidSport mission since 2009. This has allowed thousands of Canadian children to play a season of organized sport in communities across the country.

The reality is that “every year there are still many kids who miss out on the opportunity to play sport because families cannot afford the price tag after they cover the cost of their basic necessities. With the support of partners Real Canadian Superstore® and Extra Foods® and their customers, we will ensure that fewer kids are left on the sidelines next season because every single child counts” Pete Quevillon, Director of KidSport BC.

[More – About KidSport and Loblaw Companies Ltd.]

**About KidSport:**

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

From humble beginnings here in BC, KidSport issued nearly $1.8 million in grants to just over 8100 kids in 2015 and has seen significant annual growth, particularly in the years subsequent to the 2010 Winter and Paralympic Games in Vancouver.

Our mission remains the same….to remove the financial barriers that prevent some children from playing organized sport!

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Our vision…SO ALL KIDS CAN PLAY!

We believe that every child should have the opportunity to experience the joys of a season of sport. Abundant research exists that proves sport participation enhances academic performance, improves health and develops valuable life skills in the areas of teamwork, socialization, goal setting and time management.

KidSport believes that it truly takes a village to raise a child and our 42 community chapters are driven by incredibly passionate volunteers who, together with sport clubs in their communities, have a shared ownership in ensuring that no child is left on the sidelines.

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.

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