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News Release

For immediate release

Country Grocer sells Vancouver Island Grown Bouquets of Hope in support of the Canadian Breast Cancer Foundation, BC/Yukon Division

Victoria, BC (April 18th, 2011) – Buy a Bouquet of Hope at any Country Grocer from April 24–May 8, 2011 and you'll be supporting the Canadian Breast Cancer Foundation BC/Yukon Division (CBCF).

“Our goal is to sell as many Bouquets of Hope at every Country Grocer location as we can”, says Director Peter Cavin. “We decided as a group to support the CBCF in a large manner this year so we're really excited about this promotion. This is the third year for this great partnership”, says Cavin. “One of the other great things about this promotion is that our bouquets are grown here on Vancouver Island by Eurosa Gardens so we're supporting local agriculture as well”.

The Canadian Breast Cancer Foundation, BC and Yukon division is working towards their ultimate goal - 2020: The future without Breast Cancer.

The team is currently working on five key strategies to combat breast cancer:

- **Prevention:** Educating the public on population wide prevention and more answers from research about environmental impacts and risk factors
- **Health Care Workforce:** Strategies for workforce recruitment, education and planning to avert a potential future of high case loads in the midst of personnel shortages.
- **Early Detection:** Clearer messages about how often and why; targeted to more than mainstream groups of women; with the full involvement of primary care physicians.
- **Treatment:** To see further advances in breast cancer survival will mean developing advanced clinical systems that bring more precision into cancer care
- **Research:** To realize the potential survival gains to be made from matching treatments to women with specific diseases.

About Country Grocer

Established in 1986, Country Grocer is a proud 100% Vancouver Island and Saltspring Island based company that operates 6 stores. Country Grocer has over 550 employees, and is one of Vancouver Island and Saltspring Islands most cherished grocery companies with a strong set of values and principles. The company has also formed the Island Independent Buying Group (IIBG) located in Chemainus, BC which is a warehouse and delivery system, allowing better buying volumes which enables the savings to be passed on to customers.

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Media contact:

Tammy Averill, Marketing Manager Country Grocer (250) 708-3902