



## News Release

November 7, 2011

For immediate release

### **Country Grocer Support Helps Fill Dreams for Sick Kids**

VICTORIA – Country Grocer will help Vancouver Island children with life-threatening conditions with every 'dream bouquet', paper shirt or island-grown Christmas tree sold between November 15 and December 15. Proceeds will go to the Help Fill a Dream Foundation.

"All the funds raised from this promotion help Vancouver Island and Saltspring Island children achieve their dreams," said Help Fill a Dream executive director Steve Duck. "Each sale of a dream bouquet, paper shirt or Christmas tree helps a sick child and provides assistance to families at a critical time. Country Grocer and its customers will make a big difference for children and their families."

Established in 1986, Country Grocer is a proud 100% Vancouver Island and Saltspring Island company with six stores and more than 550 employees. It is one of the Islands' most cherished grocery companies with a strong set of values and principles.

Help Fill a Dream is an immediately responsive charitable foundation that inspires hope, help and happiness for Vancouver and Saltspring Island children with life-threatening conditions. The foundation fulfills dreams, improves quality of life and assists families with care and financial support.

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