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News Release

For immediate release

Country Grocer sells hearts in February for BC Heart and Stroke Foundation

Victoria, BC (January 19-2010) – Country Grocer is selling hearts for \$2 throughout the month of February 2010, at all front end check outs in support of BC Heart and Stroke Foundation.

“Our goal is to sell 1,000 hearts per Country Grocer location”, says Director Peter Cavin. “We decided to rally together as a company in support of the BC Heart and Stoke Foundation’s mission to improve the health of Canadians.

As extra incentive, Country Grocer will allow their staff to dress red from head to toe on February 14, 2009 with a \$5 donation to the BC Heart and Stroke Foundation.

Heart Month - the Heart and Stroke Foundation fundraising initiative that dedicates the entire month of February to raising funds for vital life-saving research - was inspired by a fundraising initiative called "Heart Sunday." The concept was adopted in British Columbia in the mid-1950s; in Ontario in 1958, and has since expanded across the country. From the early 1960s, door-to-door fundraising was the primary focus of Heart Month. Now businesses are implementing their own fundraising initiatives across the country.

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) 708-3900