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News Release

For immediate release

Country Grocer Cobble Hill Motorcycle Show and Shine in support of the ALS Society of BC

Victoria, BC (July 2nd, 2009) – Bring out your hog, motorcycle or dirt bike on Saturday July 18, 2009 from 10am-4pm to Country Grocer Cobble Hill (1400 Cowichan Bay Rd) and show your support for the ALS Society of BC.

There is not entry fee to the Show and Shine, however donations would be welcome.

“We are very excited about this event. I’ll be taking my motorcycle to the Show and Shine too.” says Country Grocer Director Peter Cavin. “Let the Good Times Roll DJ has come on board for free to add some entertainment for the day. We’re also having a concession by donation, draws and much more. The ALS Society of BC is one of charities we choose to help out in a big way companywide each year”, says Cavin.

The ALS Society of BC was founded by ALS patients, their family members and health care professionals to meet the physical and emotional needs of people with ALS and their caregivers. For over 28 years, the Society has helped thousands of patients and their families, by providing direct services, information and support.

The ALS Society of BC has three principal objectives:

- To provide direct support to patients, their families, and caregivers
- To raise funds for patient services and research
- To increase public awareness and understanding of ALS

ALS, Amyotrophic Lateral Sclerosis, is a neurodegenerative disorder that affects the person’s motor neurons that carry messages to the muscles resulting in weakness and wasting in arms, legs, mouth, throat and elsewhere; typically the person is immobilized or deceased within two to five years of the initial diagnosis.

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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