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News Release

For immediate release

Country Grocer sells Easter Seals paper eggs in March and April for BC Lions Society for Children with Disabilities and Easter Seals Camp Shawnigan

Victoria, BC (March 21st, 2011) – Country Grocer and BC Lions Society for Children have teamed up for the first time! Island Owned and Operated Country Grocer stores will be selling Easter Seals paper eggs for \$2 beginning on March 27 until April 23, 2011, at all front end check outs in support of BC Lions and Easter Seals Camp Shawnigan.

“We are honoured that BC Lions Society contacted us to be partners in the Paper Egg program. Our goal is to sell as many paper eggs as we can at each Country Grocer location”, says Director Peter Cavin. “This is our first year and we want to do our best for BC Lions Society for Children with Disabilities. Our customers and team members have been so generous with campaigns similar to this one in the past so have big expectations for this campaign as well.”

About Easter Seals Camps - In 1968 BC Easter Seals Camps began providing free overnight summer camping experiences for children and teens with physical and/or mental disabilities throughout British Columbia. We own and operate three accessible camp locations: Camp Shawnigan on Vancouver Island, Camp Squamish north of Vancouver, and Camp Winfield in the Okanagan Valley. Every summer over 800 kids with disabilities come to camp to have the best week of their summer. Camps are FREE to their parents or guardians for their child to attend.

The first camp to open was Camp Winfield in 1968. Camp Squamish opened in 1976 then a few years later in 1979 Camp Shawnigan opened.

Camp includes, heated pools, covered outdoor eating areas, BBQ pits outdoor camping areas, climbing walls, low ropes courses, giant swings and the first wheelchair accessible treehouse (Camp Squamish only), and many other wheelchair accessible areas, these three camps are a delight to all.

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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