



You'll feel like family.

News Release

For immediate release

What's in Your Picnic Basket?

When: Wed. July 7, 2010. 10 AM – 11 AM.

What: Along with a formal announcement of a fundraising partnership between Country Grocer and Swan Lake Christmas Hill Nature Sanctuary, celebrities have been invited to pack their ideal picnic, and to include something unique to them.

Why: All picnic baskets will be auctioned off on the website GoBid (www.GoBid.ca) with proceeds to Swan Lake's Bridges to Nature Campaign. Hopefully, winning bidders will enjoy their picnics at Swan Lake!

Who: Guests include:

- Carolyn Herriot, author of the newly released Zero Mile Diet as well as best selling A Year on the Garden Path: A 52-Week Organic Gardening Guide
- A MYSTERY ATHLETE
- Chef Michael and partner Kristina , CHEK-TV and Country Grocer
- Scott Mair, Head Naturalist at Swan Lake. Scott is a winner of Canada's prestigious 'Michael Smith Award' for science promotion, Interpretation Canada's 'Award of Merit' and 'Award of Excellence' and is the first Canadian to win the National (US) Association for Interpretation's 'Master Interpreter Award'.
- Peter Cavin, Director of Country Grocer
- Gordie Tupper, CHEK TV
- Hudson Mack, A Vancouver Island
- Crash Davis, Jack FM
- Brad Thomas, Ocean Radio
- Devon Carter, Level Ground Coffee
- AND MORE, TBC

About the Country Grocer Swan Lake Christmas Hill Nature Sanctuary partnership.

Fundraising includes:

- An invitation for customers to make a donation at the till from now until Nov. 7
- A percentage of product sales from 7th Generation and Level Ground Coffee Products
- A colouring contest. Children can pick up their colouring from Swan Lake or Country Grocer stores in Esquimalt or Royal Oak.

About Swan Lake Christmas Hill Nature Sanctuary

Swan Lake Christmas Hill Nature Sanctuary is a charitable non-profit organization that relies on your generous donations to maintain an oasis that fosters understanding and appreciation of nature through direct experience.

Bridges to Nature Campaign

The 1,040 feet of floating boardwalk and wharves are outdoor classrooms and a naturalist's tool to bridge people to nature. Made of wood in 1991, they have been weathered by forces of nature and are aging beyond repair. They have reached the end of their lives. These structures that bridge people to nature will be replaced with aluminum - safe, aesthetic, and guaranteed longevity. The campaign goal is to raise \$450,000 by 2012.

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