



**United Way  
Centraide**

*September 24, 2015*

## **LCBO stores across Ontario raise funds for United Way Centraide**

Starting September 24, the public can help support United Way Centraide by making a donation at any of the 653 LCBO stores across Ontario. Donation boxes for United Way Centraide will be displayed at all LCBO checkout counters until October 11. As part of LCBO's annual *Giving Back In Our Community* campaign, customer service representatives will also invite customers to add a \$2, \$5 or \$10 donation to their purchase until October 11.

United Way Centraide is a charitable movement that works to create opportunities and improve people's lives in more than 100 communities across Canada — including 39 communities in Ontario alone. This unique, locally-driven approach brings people and resources together to support and improve social conditions in their own communities.

"On behalf of United Ways Centraides across the province, we would like to recognize and thank the LCBO, its employees, and customers for supporting local communities and improving access to social services and supports," says Gordon Shand, senior manager, Corporate Philanthropy, United Way Toronto and York Region. "Together, these donations are making a real difference in the lives of Ontarians".

"LCBO is again pleased to support United Ways Centraides across Ontario through our *Giving Back In Our Community* fundraising program," says LCBO President & CEO Bob Peter. "Our hope is to surpass the record \$3.685 million we raised last year with the generosity of LCBO customers and staff to enable United Ways Centraides to build healthier and safer communities across Ontario and creating possibilities for a better future for as many Ontarians as possible."

United Way Centraide is one of 28 provincial and numerous local charities that will benefit from LCBO's province-wide donation box program in 2015. In 2014, LCBO raised more than \$9.5 million for charities through special programs and initiatives, of which \$8.8 million was raised through in-store fundraising. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$1.805 billion in fiscal 2014-15, excluding taxes, supports a wide range of important government programs, services and priorities, including health care, education, infrastructure and other important public services.

United Way Centraide thanks the public for its support when shopping at their local LCBO store from September 24 – October 11.

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