

Press Release
January 28, 2015

LCBO stores raise funds for The Hearing Foundation of Canada

Toronto, ONTARIO – Starting February 1, the public can help support The Hearing Foundation of Canada (THFC) by making a donation at any of the more than 645 LCBO stores throughout Ontario. Donation boxes for THFC will be displayed at LCBO checkout counters until February 28.

THFC believes the long-term impact of neglected hearing health could have a devastating effect on Canadians. Hence, for over 30 years, with the support of their donors, THFC has made great strides by providing much-needed support for medical research in auditory sciences, educating the Canadian public about hearing loss, providing education and prevention programs, as well as advocating for the hearing health of Canadians.

"Thanks to the community support of LCBO customers and staff, we will be able to continue to support many promising hearing health research studies, and to continue to educate the Canadian youth on hearing loss," said THFC'S Executive Director, Andrea Swinton.

"LCBO is pleased to partner with THFC and support a variety of worthy causes through the *Giving Back In Our Community* fundraising program," says LCBO President & CEO Bob Peter. "The generosity of LCBO customers and staff enable these charitable organizations to make a significant impact in helping individuals and communities across Ontario."

THFC is one of 28 provincial and numerous local charities that will benefit from LCBO's province-wide donation box program in 2015. In 2013, LCBO raised a total of more than \$8.2 million for charities through special programs and initiatives, of which \$7.7 million was raised through in-store fundraising. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$1.74 billion in fiscal 2013-14, excluding taxes, supports a wide range of important government programs, services and priorities, including health care and education.

THFC thanks the public for its support when shopping at their local LCBO store from February 1- 28, 2015.

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