



Canada Safeway Limited Recommits Its Dedication to Alberta 4-H

RED DEER, Alberta – Canada Safeway Limited and Alberta 4-H solidified their *Legacy Builder* partnership for another three years on November 20, 2008, 11am at the Red Deer Port O'Call Safeway (6319 50 Avenue, 403-346-1886). A cheque inked for \$330,000, which was presented at the event, was representative of Canada Safeway's continued support for the 4-H program.

"Canada Safeway is proud to be part of the 4-H organization, which has been developing the leadership, communications and life skills of Alberta's youth for more than 90 years," explains Betty Kellsey, Alberta Public Affairs Manager for Canada Safeway. "By partnering with a program that is so ingrained in the communities in which we operate, we are able to see the benefits of the 4-H organization in a real way."

Focused on leadership development and skill enhancement, Canada Safeway's support affords the creation of grants and bursaries that provide 4-H members and leaders with the opportunity to take their potential to the next level.

"Member and leader programs such as Leaders' Conference, Leadership Through Counseling Training Seminar (LTCS) and People Developing People (PDP) offer participants an endless number of opportunities to increase their knowledge, expand their awareness and develop their social networks," explains Bruce Banks, CEO, 4-H Foundation of Alberta. "These types of programs are invaluable, not only as a means of providing a beneficial and complete 4-H experience, but also for creating a situation that will ensure continued success for our members and leaders."

Continued success for members and leaders translates into continued success for rural communities, which results in a strong partnership between Alberta 4-H and Canada Safeway Limited.

Building communities since 1917, Alberta 4-H has been mentoring the youth of this province in the ways of leadership and communication, all the while equipping them with confidence, life-applicable skills and a network of friends that spans the entire country. With 250,000 4-H alumni is proud to be the #1 youth organization in the province.

Social responsibility and good corporate citizenship has been an integral part of the culture at Canada Safeway since 1929. Annually, Canada Safeway provides over \$15 million in food product and cash donations to local charities including food banks, breast and prostate cancer research and programs which support families with disabilities.

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For more information, please contact:

Henry Wiegman
Director, Fund Development
4-H Foundation of Alberta
Phone: (780) 682-2153
Cell: (780) 499-4186
Email: wiegman@4hab.com
Fax: (780)682-3784

Betty Kellsey
Public Affairs Manager, Canada Safeway
Phone: (403)730-3513
Email: betty.kellsey@safeway.com
Fax: (403)730-3923



(l to r) Marguerite Stark, Head, Alberta 4-H and Ag Education Branch; Bruce Banks, CEO 4-H Foundation of Alberta; Ellen Bonde, Alberta 4-H Council; Sylvia Mathon, Alberta 4-H Council; Betty Kellsey, Public Affairs Manager, Canada Safeway; Dale Gawryluk, Assistant Manager, Red Deer Port o Call Canada Safeway