

BC CANCER FOUNDATION & 49th PARALLEL GROCERY NEWS RELEASE

49th Parallel Grocery surpasses fundraising goal for BC Cancer Foundation

December 11, 2009, Ladysmith—49th Parallel Grocery has announced a donation of \$11,675 to the BC Cancer Foundation's *Inspire the World* campaign to help with new and innovative patient and family support programs and research at the BC Cancer Agency's Vancouver Island Centre.

During October and November 2009, a portion of sales from selected advertised items were donated to the *Inspire the World* campaign. Peter Richmond, 49th Parallel President and *Inspire the World* cabinet member is proud to be a part of this cause. "It was our goal, along with our partners in business to raise \$10,000 in two months for the BC Cancer Foundation, to support the BC Cancer Agency's Vancouver Island Centre. Not only did we meet our goal, but we exceeded it. I couldn't be happier," said Richmond.

The \$10 million *Inspire the World* campaign will fund the construction and renovation of 10,000 square feet in the BC Cancer Agency's Vancouver Island Centre to create a state-of-the-art patient and family support centre, a predictive cancer research centre and a radiation innovation wing. "We are so grateful for 49th Parallel's generosity and appreciate the support of all of their customers, suppliers and partners who made this donation possible," said Laura Walsh, *Inspire the World* Campaign Director.

"At the 49th, we value our community and work with community groups on local happenings and projects throughout the year. We believe that in order for business to be strong, communities must be strong. In reciprocating this, it is up to the business to give back to the communities in which they exist," said Richmond.

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About 49th Parallel Grocery

The 49th Parallel Grocery stores are owned and operated by the Richmond Family. The Richmond's purchased the first 49th Parallel Grocery store in Ladysmith in 1977. The 49th Parallel stores have now expanded to Chemainus, Duncan and Cedar, and employ 180 people.

About BC Cancer Foundation

Established in 1935, the BC Cancer Foundation raises funds to support research and enhancements to care at the BC Cancer Agency throughout B.C. To learn more about BC Cancer Foundation and the *Inspire the World* campaign, or to make a donation, please visit www.inspiretheworld.ca or call the BC Cancer Foundation at 250-382-4470.