



MEDIA ADVISORY

2013 Safeway Easter Seals/Special Olympics Umbrella Challenge

Join us to launch Canada Safeway's annual campaign in support of Easter Seals and Special Olympics with a fun springtime umbrella-decorating contest. On Tuesday, March 26, local celebrities including home improvement guru Shell Busey, City Councillor Raymond Louie, the Vancouver Canadians mascots, and Vancouver firefighters will be teaming up with Easter Seals and Special Olympics participants and supporters to show off their umbrella-decorating skills and kick off Safeway's campaign in style. Wheelchair rugby star Trevor Hirschfield, Paralympic medallist and winner of the 2012 viaSport Athlete with a Disability Award, will lead the cadre of contest judges.

Among the Special Olympics BC athletes taking part in the fun challenge will be Sean Casey and Marc Theriault, who recently earned gold medals in speed skating and figure skating, respectively, at the 2013 Special Olympics World Winter Games in the Republic of Korea. The Easter Seals contingent will include nine-year-old Chloe Watson, who has attended Easter Seals Camp Squamish for the past three years. Chloe loves being around other people and is already looking forward to this summer's camping session.

Who: Easter Seals and Special Olympics representatives, Safeway staff, celebrity guests

What: Umbrella-Decorating Challenge

When: Tuesday, March 26, 11 a.m. to 1 p.m.

Where: Robson Safeway, 1766 Robson St.

Each year, Safeway stores dedicate the month of April to raising funds and bringing awareness to helping people with disabilities. During the campaign, Canada Safeway customers are invited to make a \$2 donation at any Safeway store and in return receive 5 AirMiles Reward Miles. One hundred per cent of the funds raised during the campaign go directly to support Easter Seals and Special Olympics programs.

Contacts:

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