

FOR IMMEDIATE RELEASE

Calgary Co-op Donates Benson the Bear to Children in the ACH

March 2008, Calgary, Alberta – Being in the hospital at any time, let alone during a family holiday, can be both sad and stressful for the children and their families. In an effort to make the Easter holiday a little brighter this year, Calgary Co-op donated 140 of its Benson the Charity Bear toys to the Alberta Children’s Hospital ensuring that every child had a bear to cuddle during Easter.

“Knowing that a number of children would not be able to participate in Easter activities because they would be in the hospital tugged at the heartstrings of Calgary Co-op and its employees, and compelled us to help make their day a little brighter,” says Sarah Coleman, Communications Co-ordinator, Calgary Co-op.

The bears were donated on March 20th to representatives of the ACH including Jumpa, one of the clowns sponsored exclusively by Calgary Co-op as part of the ACH’s therapeutic clown program.



L-R: Gina Hutchens and Sarah Coleman from Calgary Co-op with Patsy Casselman, Jumpa the Clown, and Kristen Clarke from the ACH.

Locally owned and operated, Calgary Co-op is one of the largest retail co-operatives in North America, with over 425,000 members, 4,000 employees, \$352 million in assets and annual sales of \$998 million. Calgary Co-op has 22 retail shopping centres, 22 pharmacies, 26 gas bars, nine travel offices and 15 liquor stores located in Calgary, Airdrie, Strathmore, and Okotoks, Alberta.

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