



Manitoba Liquor Control Commission

News Release

For Immediate Release: January 18, 2010

MLCC TO HELP RAISE FUNDS FOR RED CROSS HAITI EARTHQUAKE RELIEF

The MLCC is helping to raise funds for the Red Cross's earthquake relief efforts in Haiti by inviting customers to participate in a special "Donate-A-Dollar" campaign when they shop at their local Liquor Mart.

Ken Hildahl, President and CEO said the MLCC is in a unique position in that it has 50 Liquor Marts located throughout the province which are able to accept small donations.

"The humanitarian efforts that are required to provide aide to the people of Haiti are immense and require the assistance of the international community," said Ken Hildahl, MLCC President & CEO. "Liquor Mart customers have been very generous in supporting our fundraising campaigns for past Red Cross relief efforts and our hope is that they will be supportive of this initiative."

The MLCC's fundraising campaign for the Red Cross Haiti Earthquake Relief begins today and will continue until January 31 in all 50 Manitoba Liquor Marts.

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