



For Immediate Release

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LCBO stores raise funds for Schizophrenia Society of Ontario

Toronto, ON—Starting August 1, the public can help support the Schizophrenia Society of Ontario (SSO) by making a donation at any of the more than 600 LCBO stores throughout Ontario. Donation boxes for SSO will be displayed at LCBO checkout counters until August 31.

Funds raised will support SSO's *Peace of Minds* campaign, an initiative that works with people living with schizophrenia, as well as the family and friends who provide the crucial support network. Programs include a 1-800/Ask an Expert online service, scholarships, youth engagement projects and employment initiatives.

“Partnering with the LCBO is an incredible opportunity to reach millions of people to help make them aware that people living with schizophrenia are part of their community,” says Mary Alberti, CEO of the Schizophrenia Society of Ontario. “We hope our compelling in-store campaign inspires them to support the more than 500,000 Ontarians affected by this very real illness.”

“LCBO is pleased to partner with the Schizophrenia Society of Ontario and help improve the lives of individuals and communities across Ontario,” says LCBO President and CEO Bob Peter. “We appreciate the unwavering generosity of LCBO’s customers and staff who support these worthy causes and, in turn, assist their fellow Ontarians.”

The SSO is one of 25 provincial, as well as numerous local charities that will benefit from LCBO’s province-wide donation box program in 2011. In 2010, LCBO raised a total of \$5.4 million for charities through special programs and initiatives, of which \$4.8 million was raised through in-store fundraising. In addition, LCBO’s annual dividend transfer to the Ontario government, which totaled \$1.55 billion in fiscal 2010-11, excluding taxes, supports a wide range of important government programs, services and priorities, including health care and education.

The SSO thanks the public for its support when shopping at their local LCBO store during August.

About the Schizophrenia Society of Ontario

The Schizophrenia Society of Ontario (SSO) was founded as a not-for-profit organization in 1979. SSO works to improve the quality of life for those affected by schizophrenia through education, support programs, public policy and research. Further information is available at www.peaceofminds.org

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