

Tuesday, March 30, 2010

LCBO stores raise funds for Learning Disabilities Association of Ontario

Starting April 1, the public can help support Learning Disabilities Association of Ontario (LDAO) by making a donation at any of the more than 600 LCBO stores throughout Ontario. Donation boxes for LDAO will be displayed at LCBO checkout counters until April 30.

For more than 45 years, LDAO has been assisting children, youth and adults with learning disabilities. Funds raised from LCBO's donation box program will go directly into supporting the twenty LDAO chapters across the province and into LDAO programs and services, such as a workshop series for teachers and parents; *A Teacher's Guide To Learning Disabilities* resource tool for classroom teachers; advocacy and public education programs; *SOAR* (Some Assembly Required) series of workbooks for children and youth with learning disabilities; *Job-Fit* (a series of workbooks to assist people with learning disabilities improve and enhance their employability and job-readiness skills); and, information for employers on accommodating adults with learning disabilities in the workplace. LDAO helps individuals with learning disabilities right from the pre-school student to the adult in the workplace.

"LDAO is delighted to have the support of the LCBO, its employees and especially its customers" says Maggie Wygant, Executive Director of the Learning Disabilities Association of Ontario.

"Research supports that three to six per cent of the population has a learning disability but it is estimated that the percentage is actually much higher. This means that in every classroom, in every workplace, and in every family, there are individuals with learning disabilities. There are 20 LDA chapters across Ontario. LCBO's donation box program is a perfect example of community grass roots engagement and how organizations and individuals invest back into their local communities. We are grateful to have such a wonderful partnership with the LCBO."

"We take our community involvement very seriously and are pleased to partner with Learning Disabilities Association of Ontario," says LCBO President and CEO Bob Peter. "LCBO's customers and staff always give generously to help their fellow Ontarians and we appreciate their contributions to these worthy causes."

Learning Disabilities Association of Ontario is one of 26 provincial, as well as numerous local charities, that will benefit from the LCBO's province-wide donation box program in 2010. In 2009, LCBO raised a total of \$4.2 million for charities through special programs and initiatives, of which \$3.8 million was raised through in-store fundraising. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$1.4 billion in fiscal 2008-09, excluding taxes, supports a wide range of important government programs, services and priorities, including health care and education.

Learning Disabilities Association of Ontario thanks the public for its support when shopping at their local LCBO store during April.

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