



## **A Cause that Counts**

CAA shows its support for the little patients

For Immediate Release

April 15, 2011

*Saint John, NB*, - CAA in partnership with Trafalgar Tours and East Side Mario's is proud to sponsor *A Big Taste of Italy - in Support of the Littlest Patients* fundraiser. There are many great prizes to be won, including the grand prize of a trip for two to Italy. The regional proceeds from this campaign will support the IWK Health Centre Foundation and the Janeway Children's Hospital Foundation of Newfoundland and Labrador.

Running from April 15 to May 29, purchase a \$10 ticket from any CAA location in Atlantic Canada for a chance to win the grand prize, plus one of many secondary prizes including: Movies for a Year for Two from Empire Theatres; a set of four tires from Coast Tire & Auto Service/City Tire & Service Centre; one of five East Side Mario's \$100 gift cards; or a his and hers Tilley gift set. Each ticket includes a \$10 savings coupon for East Side Mario's locations in Atlantic Canada. There are only 3000 tickets to be sold and the winners will be drawn on June 2, 2011.

"The I.W.K. Health Centre Foundation has been CAA's corporate charity of choice for CAA for over a decade now" said Gary Howard, V.P. Marketing & Communications for CAA (Atlantic). "And we are pleased to extend our fundraising goals to include the Janeway Children's Hospital Foundation of Newfoundland and Labrador."

The IWK Health Centre provides quality care to women, children, youth and families in the Maritimes and beyond. Funds raised through the IWK Foundation fund research to support children's health, women's

health, mental health and addictions, and community health programs; and to purchase priority equipment. Janeway is Newfoundland's only pediatric hospital and the Janeway Children's Hospital Foundation is a registered Canadian charity with a mandate to raise funds to benefit the health care of the children of Newfoundland and Labrador from the unborn infant to children up to the age of 18 years old.

CAA is the federation of 9 CAA clubs across Canada, serving over 5 million Members through 148 offices and affiliations in 95 countries. CAA provides a wide range of Member services and works to improve travelling and motoring conditions. CAA (Atlantic) serves CAA Members across Atlantic Canada from seven branch locations in Fredericton, Saint John, Moncton, Halifax, Dartmouth, Charlottetown and St. John's.

-30-

Media Inquiries:

Gary Howard  
CAA (Atlantic)  
Tel: 506-634-1400  
Email: ghoward@atlantic.caa.ca