



Boys and Girls Clubs of Canada  
Clubs Garçons et Filles du Canada

## Boys and Girls Clubs of Canada Puts “KIDS IN THE KITCHEN” with the Help of LG Electronics Canada and Future Shop

*LG Electronics Canada and Future Shop to donate new kitchen appliances to 100 Boys and Girls Clubs across Canada to support healthy eating and nutrition education for Canadian children and youth*

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**For Immediate Release:** (Toronto, Ont., Tuesday, July 8, 2003) Boys and Girls Clubs of Canada (BGCC), LG Electronics and Future Shop are pleased to announce the launch of *Kids in the Kitchen*, a partnership in support of Boys and Girls Club programs nationwide that provide Canadian children and youth in need with access to healthy meals and nutritional education.

Through the support of LG Electronics and Future Shop, 100 Boys and Girls Clubs across Canada will be equipped with LG refrigerators or microwave ovens, which will be delivered to each club by Future Shop, a major retailer of quality brand name appliances such as LG. These brand-new appliances will enable clubs to store and prepare food safely for their food and nutrition programs, which provide meals, snacks and nutrition counselling to almost 100,000 young Canadians and their families.

“LG Electronics and Future Shop have stepped up to respond to a very important, but often overlooked need at our clubs,” said Pam Jolliffe, National Executive Director, Boys and Girls Clubs of Canada. “Many of our clubs are servicing a greatly increased demand for meal provision in their local communities. *Kids in the Kitchen* will enable our clubs to improve their capacity to provide club members and their families with healthy snacks, meals, emergency food supplies and nutrition counselling,” she explained.

Boys and Girls Clubs throughout Canada deliver a variety of food provision and nutritional education programs to local children and their families. Close to 50 per cent of Boys and Girls Clubs provide daily meals to children in need at Boys and Girls Club locations, community centers or schools, serving over 75,000 meals per month. Virtually all Boys and Girls Clubs provide healthy snacks to young people who attend club after school programs and 1/3 of clubs offer nutrition counselling and meal planning and preparation programs to children and youth. Several clubs also offer local families short-term emergency food supplies through community food banks.

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"We're very impressed with Boys and Girls Clubs of Canada's ability to reach out to so many young people in need with such limited resources," said Steve Preiner, Corporate Marketing Manager, LG Electronics Canada. "LG is pleased to be helping local clubs respond to the nutritional needs of kids in their communities through our donation of LG brand kitchen appliances."

"We already enjoy a successful and rewarding partnership with BGCC through our sponsorship of the Future Leaders Scholarship program, which awards 55 Boys and Girls Club members from across Canada with post-secondary scholarships each year," said Lori DeCou, Director of Corporate Communications, Future Shop. "The Kids in the Kitchen partnership was a great way for us to extend our commitment to Boys and Girls Clubs of Canada and partner with LG Electronics, one of our strong appliance vendors, to further support Canadian youth."

From July 14 to July 18, local events at ten Boys and Girls Clubs across Canada will celebrate this new partnership and demonstrate the benefit it will have for Canadian children and their families, who belong to Boys and Girls Clubs.

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#### **About Boys and Girls Clubs of Canada**

Boys and Girls Clubs of Canada is one of Canada's leading youth organizations, with over 100 community-based clubs all dedicated to providing quality programs and services that promote the healthy growth and development of Canada's young people. Member Clubs currently provide services to close to 150,000 children and youth nationwide in response to the individual needs of each community. For more details, visit [www.bgccan.com](http://www.bgccan.com).

#### **About LG Electronics Canada Inc.**

Established in 1958 as Korea's pioneer consumer electronics company, LG Electronics is a global major player of Electronics and Information & Communications products. With over 55,000 employees working in 73 overseas subsidiaries and marketing units around the world, LG Electronics strengthens core competencies in three main business companies: Digital Appliance, Digital Display and Media, Telecommunication Equipment & Handset.

As the fruits of its concentrated endeavors in the innovation and development of leading-edge technologies, LG Electronics has achieved a position as a global leader in both its core sectors and new digital products such as Digital TV, Internet appliances and next generation mobile handsets. LG Electronics is focused on promoting Home Network and Mobile Network businesses based on cutting-edge multimedia application technology along with Information and Communication Technology as its core business areas. LG Electronics' Goal is to enable the intelligent networking of digital products that will make consumers' lives easier than ever. For more information, please visit [www.lge.com](http://www.lge.com)

**About Future Shop**

With more than 100 stores across the country and the nation's premier web store, at [www.FutureShop.ca](http://www.FutureShop.ca), Future Shop is Canada's largest, fastest-growing national retailer and e-tailer of consumer electronics.

Future Shop and its 8,500 associates are committed to helping Canadians get MORE out of the technology they buy and offers the latest digital products along with a wide selection of brand-named televisions, computers, audio, entertainment software and hardware and appliances. For more information about Future Shop stores please visit [www.futureshop.ca](http://www.futureshop.ca).