

PRESS RELEASE

GRAY ACADEMY AND SAFEWAY PARTNER TOGETHER TO RAISE FUNDS FOR STUDENTS WITH SPECIAL NEEDS

January 24, 2008 – Rory Paul, Head of School and CEO and Lori Binder, Vice-Principal of Gray Academy of Jewish Education are proud to announce a new partnership with Safeway Canada. Through Safeway's **We Care Campaign**, over \$20 million has been raised since 1998 to benefit local communities across the country, and this year, Gray Academy was chosen as Tuxedo Safeway's charity of choice.

According to their website, the 2008 focus of the Safeway We Care program "is to raise money and awareness for children and families living with disabilities - helping those facing challenges live their life to its full potential."

The goal of this partnership is to raise \$10,000 for Gray Academy's Learning Centre, Life Skills program and Disability Awareness Programs, all of which impacts all students at the school.

The Life Skills Program allows a variety of students with individualized learning needs to learn and practice skills that are needed to live independent productive lives. This includes skills of daily living such as money management, food preparation, and community awareness. Additionally, Gray Academy's "**Disability Awareness Days**" educates all students about persons with varying abilities. The school's "**Learning Centre**" is the home of this program.

"I'm thrilled that Safeway selected us," said Lori Binder, Vice Principal. "Many families at Gray Academy shop at Tuxedo Safeway and we encourage all supporters of the school to help us reach our goal!"

Monies raised goes towards the following school initiatives:

- **Technology Enhancements for Individualized Learning Needs**

A **SMART Board™** is an interactive whiteboard connected to a computer. Students with special needs can touch the screen to utilize a computer more easily and effectively for life skills learning.

Software Programs such as "On Screen" keyboards that help students unable to use a regular keyboard, and speech-to-text programs that type what a student says into a microphone, are two examples of software that would help individual students achieve success.

- **Kitchen Equipment for Food Preparation Skills**

The following supplies would allow students to learn and practice daily food planning and preparation - toaster, electric can opener, microwave, kettle and a

variety of kitchen utensils that are accessible by all. This equipment would be used in specific Life Skills' classes at three kitchen stations (1 per station).

- **Money Management Resources**
Canadian Money Computer Programs and Resource Materials would enable students to have hands-on practice leading to real-life experiences in the community.
- **Disability Awareness Kits**
Gray Academy holds Disability Awareness Days every year. Speakers are brought into the school for all students (JK-Grade12) to learn about individuals with a variety of abilities and disabilities. **Disability Awareness Kits** would allow teachers to utilize these educational resources in their classrooms throughout the school year.

Safeway has a theme for each day of the “**Safeway We Care Program**” that the school will participate in, whereby Gray Academy will receive 100% of the proceeds from three Sunday dates.

Gray Academy will be well represented by school administration, staff, parents, Alumni and students at Tuxedo Safeway (located at 2025 Corydon Avenue) on the following three days, and will talk to interested customers about the goal of their project:

Safeway Miles Bring Smiles (January 27th)

Customers will earn Safeway Air Miles Reward Miles by donating to the “Safeway We Care Program”. For every \$2 donation the customer will receive 5 Air Miles. The more that is donated, the more Air Miles earned during this week with all of the money raised going to the school.

Eating Right Charity Checkout (February 10th)

Customers will be invited by volunteers to top up their bill in support of the school's project. Customers who donate will receive coupons for *Eating Right* products.

Safeway We Care Day (March 2nd)

Cashiers and volunteers will invite customers to purchase a “Safeway We Care” coupon book for \$3. Each book is packed with over \$100 in savings at Safeway, including a valuable “spend \$30 receive \$3 off” coupon.

Gray Academy of Jewish Education is a JK-Grade 12 university preparatory school that places equal value on Jewish and General academic programs, and provides opportunities to nurture the emotional well-being and spiritual development of all students.

Please support us and shop at Tuxedo Safeway:

Tuxedo Safeway
2025 Corydon Avenue
Sunday, January 27
Sunday, February 10
Sunday, March 2
12:00 – 5:00 p.m.

-30-

For further information, please contact:

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