



## **WESTON BAKERIES' WONDER+CARES PROGRAM DONATES MORE THAN \$50,000 TO AMHERST CHILDREN'S CHARITY**

### ***Funds raised to help more than 70 families in local community***

**Toronto, ON – December 6, 2011** – Today, Weston Bakeries donated more than \$50,000 to the Cumberland Early Intervention Program in Amherst, Nova Scotia. All funds raised by employees of Weston Bakeries' Amherst plant were matched by George Weston Limited as part of the company-wide Wonder+Cares campaign.

During October, each Weston plant and office in Canada selected a children's charitable organization in its community that focuses on active lifestyles and well-being. Employees raised funds for their local cause, and George Weston Limited matched all donations dollar for dollar. Across Canada, Weston employees raised more than \$250,000 in 2011, which George Weston Limited matched, resulting in total donations of more than \$500,000. Since the program's inception two years ago, Wonder+Cares has raised more than \$885,000.

“Weston Bakeries is proud to support local children's charities across Canada,” says Galen Weston, chairman, George Weston Limited. “We believe the more we invest in our kids’ futures today, the better our communities will be tomorrow.”

### **Cumberland Early Intervention Program to receive \$50,000**

Serving the Cumberland County families, the Cumberland Early Intervention program is a family-centered organization that serves children with special needs and their families through support, education, advocacy and partnerships.

“This generous donation will go a long way in helping many children with special needs and their families in Cumberland County,” says Erin Perry, Executive Director, Cumberland Early Intervention Program. “We’d like to thank the employees of the Weston Bakeries' Amherst Plant for their dedication and commitment to our program.”

The employees in Amherst embraced the Wonder+Cares program with innovative fundraising ideas. One employee permanently tattooed the Wonder+Cares logo on his forearm; others shaved their heads or dyed their hair pink in exchange for donations.

To learn more about these initiatives, visit [www.wonderbread.ca](http://www.wonderbread.ca) or join [Wonder's Facebook community](#).

### **About Weston Bakeries Limited**

Weston Bakeries Limited, a wholly owned subsidiary of George Weston Limited and one of the largest bakeries in Canada, is a producer of breads, rolls, bagels, tortillas and other fresh baked products under leading brands such as WONDER®, D’ITALIANO®, COUNTRY HARVEST®, GADOUA® and WESTON®.

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