

FOR IMMEDIATE RELEASE

Sunnybrook and Loblaw team up to provide 'baby care packages' to moms

Toronto, ON (May 8, 2009) – To celebrate Mother's Day, Sunnybrook Health Sciences Centre's Women & Babies Program and Loblaw Companies Limited (Loblaw) today announced the launch of their new baby care keepsake box program created especially for mothers who deliver at the hospital. This marks the first time that Sunnybrook and Loblaw have collaborated to offer a baby care package to new mothers. Approximately 4,000 keepsake boxes will be given out over the next year.

"Mothers need support and pampering, just like the new addition to the family, and Sunnybrook is delighted that Loblaw has created and supplied this baby care package," says Monica Nicholson, Patient Care Manager at Sunnybrook's Birthing Unit. "This gift recognizes the special time in the new mother's life and provides her with some of the baby care essentials to get started as she leaves the hospital."

All mothers who deliver at Sunnybrook over the next year will receive a keepsake box containing an assortment of nursery essentials and special gifts including: a Portrait Studio package, the new President's Choice® G.R.E.E.N Diapers – the best performing and most environmentally responsible PC® Diaper EVER, Teddy's Choice® Baby Wipes, clothing essentials from Joe Fresh Style™, President's Choice Hand Sanitizer and 25 free prints from Loblaw Photolabs (www.photolab.ca). The approximate retail value of the box is just over \$85, not including the beautiful custom keepsake box.

"It's a great pleasure for us to be providing such a fun assortment of helpful, quality products to new mothers as they prepare for their baby's homecoming", comments Inge van den Berg, Vice President, Public Affairs and Investor Relations, Loblaw Companies Limited. "We're extremely excited about the partnership with the Women and Babies Program at Sunnybrook and we hope that our beautiful keepsake box will provide a place for the recipient families to store precious memories for many years to come."

"A new life is obviously the greatest mother's day gift but this gift package is a special treat for new mothers," adds Biz Westcott, Patient Care Manager of the Maternal and Newborn Unit at Sunnybrook.

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Sunnybrook Media Contact:

Marie Sanderson, Senior Communications Advisor, (416) 967-8554

Loblaw Companies Limited Media Contact:

Sheri Helman, Senior Manager, Public Relations, sheri.helman@loblaw.ca