

Annual Buyers' Easter Seal Dinner



People power made the Annual Dominion Buyers' Easter Seal Dinner a winner for charity. From left to right are G.W. Potter, J. Rao, W. Nelles, W. Smith, J. Hunter, D. Sabris-Busche, D. Carrigan, M. Power, J. Wright, C. Gilkes, C. Lyle, R. Portance, R. Clark and C. Lamrock. All in all, Dominion Stores' staff raised \$203,000 for Ontario's crippled children.

Dominion Stores' employees raise \$203,000 for crippled children

Where there's a will, there's a way. People power loomed large as Dominion Stores' employees used a mixture of ingenuity and imagination to raise \$203,000 for Ontario's crippled children this year.

The fund-raising team effort involved Dominion staff members from the Halton Hills area.

The amount raised made Dominion Stores the largest contributor to the Easter Seal Society.

Success stories in the Dominion drive included, among others, a charity hockey game against the NHL Oldtimers by the Toronto West District employees' team. The event accounted for a \$6,000 contribution to the Easter Seal Society.

The Toronto East District stores sold tickets for a Trans AM, netting \$72,000

for the Timmy and Tammy Snowarama. Another example of the team effort came in Windsor, where a store managed to collect \$1,545 in barely three weeks by selling tickets for a raffle.

Dominion's Grocery Merchandising Department presented a \$25,000 cheque to the Easter Seal Society at a \$100-a-plate dinner at the Harbour Castle Hotel. More than 400 tickets were distributed through food industry suppliers, who also chipped in with additional gifts.

The Corporate Snowarama Million-Dollar ride on Feb. 5 proved to be another successful venture as Roger Acton, vice-president of marketing, Garry Potter, director of Ontario merchandising and Ken Parkhill, vice-president of wholesale operations were supported by pledges totalling more than \$30,000.

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