



Newfoundland and Labrador's locally produced spirits announce up to \$20,000 donation to Ronald McDonald House Newfoundland and Labrador

St. John's, NL, October 20, 2010 – The Newfoundland Labrador Liquor Corporation's (NLC) locally produced spirits are pleased to announce a donation of up to \$20,000 to the Ronald McDonald House Newfoundland and Labrador. Participating brands, all of which are manufactured and bottled in Newfoundland by NLC, include Old Sam Rum, Ragged Rock Rum, Shiver Vodka, Shiver Gin and Amherst Gate Whisky. From October 15, 2010 to December 31, 2010, \$1.00 from every 750ml and larger bottle of these brands sold (up to \$20,000) will be donated to the Ronald McDonald House.

Steve Winter, President and CEO of NLC, said "We are very pleased to support such a worthwhile cause. Our children are our most precious resource and the Ronald McDonald House will provide much needed support to families of sick children in our province."

Gerry Beresford, Chair, Board of Directors, Ronald McDonald House Newfoundland and Labrador said, "We are truly grateful to the NLC for their generous support. This project would not be possible without the help of the business community and we are encouraged by the leadership and the generosity shown by the NLC's locally produced brands."

Ronald McDonald House Newfoundland and Labrador will offer a home-away-from-home for families from throughout the province, providing comfortable and affordable accommodations while children receive medical care and treatment in St. John's. There is currently a campaign underway to raise \$6.5 million for the development and construction of Ronald McDonald House Newfoundland and Labrador. The House will feature 14 family suites designed to accommodate sick children, their siblings and parents, as well as common family areas including, a kitchen, a large dining room, a TV room, a playroom, a teen room, an educational centre and a home office.

The Newfoundland Labrador Liquor Corporation (NLC) is a provincial crown corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. NLC operates 24 Corporate Liquor Stores, services 124 Liquor Express agency operated locations and distributes to more than 1,700 licensees. NLC is a manufacturer responsible for blending and bottling high-quality spirits destined for domestic and international markets including Screech, Old Sam, Ragged Rock, Shiver Vodka and Gin, Amherst Gate and Cabot Tower.

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