

**Media Release****August 25, 2010****Wal-Mart Supports New  
Algonquin College Campus  
with Back to School Campaign**

*Wal-Mart in Pembroke will be participating in Algonquin College's fundraising campaign to build a new campus. Bernie Boulay, left, Wal-Mart Store Manager, accepts pledge cards from Jamie Bramburger, Manager of Community & Student Affairs at the Pembroke Campus. Starting Labour Day weekend, Wal-Mart shoppers will be encouraged to make a donation to this community facility during the 'back to school' period.*



Pembroke's Wal-Mart store is encouraging its shoppers to support the new Algonquin College campus that will be built in the city's downtown area. Beginning this Saturday, September 4<sup>th</sup>, Wal-Mart will be accepting donations towards the College's capital campaign as part of its 'Back to School Week' activities. In addition to the donations it collects from customers, Wal-Mart will also match the donations, up to \$2,000, for the new campus campaign.

Store Manager, Bernie Boulay, says the College is an important asset to the community and the new campus will be very beneficial to the city's downtown. "Wal-Mart contributes thousands of dollars to area charities throughout the year, and we are pleased to help support the new Algonquin College Campus. This is an exciting project for the entire region and it will have long-term benefits for everyone, including our store", adds Boulay.

Algonquin College in the Ottawa Valley is in the midst of a fundraising effort to raise \$2.5 million towards the overall \$36 million cost of its new campus. Construction on the building is scheduled to begin in the spring of 2011 with the campus opening in the fall of 2012, adjacent to the city's waterfront and near its downtown core.

Wal-Mart's fundraising campaign for the new campus will run for two weeks from September 4<sup>th</sup> until September 18th. The new school year at Algonquin College begins September 7<sup>th</sup>, following the Labour Day weekend.

**For more information, contact:**

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