

**From:** [Government of British Columbia](http://www.government.bc.ca)  
**To:** [info@bccpac.bc.ca](mailto:info@bccpac.bc.ca)  
**Subject:** BC LIQUOR STORES' DRY GRAD FUNDRAISING CAMPAIGN UNDERWAY  
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INFORMATION BULLETIN

For Immediate Release  
Feb. 26, 2010  
Liquor Distribution Branch  
Ministry of Housing and Social Development

BC LIQUOR STORES' DRY GRAD FUNDRAISING CAMPAIGN UNDERWAY

VANCOUVER - BC Liquor Stores begins this year's Support Dry Grad fundraising campaign.

Until March 31, BC Liquor Store customers will be able to support dry grad celebrations in their communities by donating \$1 or more at their local BC Liquor Store. All donations will be distributed to high schools planning alcohol-free graduation celebrations.

This year, 54 school districts are participating in the campaign. The contributions by liquor store customers top up funds raised by parents, students and teachers who work all year to raise funds for dry graduation activities. Last year, BC Liquor Store customers across the province donated a total of \$594,517 in support of dry graduation events.

The annual Support Dry Grad campaign is part of BC Liquor Stores' corporate social responsibility program. This program promotes the responsible use of beverage alcohol - a program that includes the prevention of underage drinking and promotion of zero consumption for minors. Chocolates are given to customers in recognition of their donation to the Dry Grad Campaign.

Now in its 10th year, BC Liquor Stores' award-winning Support Dry Grad campaign has raised over \$2.8 million towards alcohol-free graduation events.

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