



## **MEDIA RELEASE FOR IMMEDIATE RELEASE**

### **Get ready with St. John Ambulance—The Salvation Army Emergency Preparedness Kits at Canadian Retailers**

Ottawa—May 5, 2006— St. John Ambulance (SJA) and The Salvation Army, in partnership with the Government, are pleased to announce the launch of a national Emergency Preparedness “Kit Campaign” in conjunction with the Government of Canada and major retailers across Canada.

Partner retailers across Canada will carry co-branded St. John Ambulance and The Salvation Army Emergency Preparedness Ready Kits and Ready Meal Plus Kits, as part of a national public awareness campaign. This year-long campaign is intended to prepare Canadians in the event of an emergency. Kit contents, including water packets, food rations, first aid supplies and a waterproof radio, will allow a family to survive for 72 hour, prior to help arriving.

“Canadian shoppers will have ready access to important supplies that could help save a life in case of an emergency,” says SJA Director of Business Development, Rob Fraser. “Working together with the federal government and national retailers will now make it easier for families to get prepared for an emergency.”

St. John Ambulance-The Salvation Army Emergency Preparedness Kits will be available beginning as early as May 7 – May 13 (Emergency Preparedness Week) at the following retail locations:

Zellers	IGA and MarketPlace IGA
Home Outfitters	Thrifty Foods
Pharma Plus	Buy-Low Foods
Canadian Tire	Nesters Market
London Drugs	G&H Shop 'N Save
True Value Hardware	Value Drug Mart
V&S	Apple Drugs
Country Depot	Rxellence Professional Dispensary
Overwaitea Foods	Quality Foods
Save-On-Foods	TSC Stores

For more information on St. John Ambulance, The Salvation Army or the Government of Canada led Emergency Preparedness public awareness initiative, please contact:

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**St. John Ambulance**  
**SAVING LIVES**  
at work, home and play



<p><b>St. John Ambulance</b></p>	<p><b>The Salvation Army</b></p>
<p>First aid and CPR save lives. As Canada's standard for excellence in first aid and CPR services. St. John Ambulance plays an integral role in our society. Building on a 900-year tradition, St. John Ambulance offers innovative programs and products, ensuring Canadians receive the best quality training and expertise. People across the country benefit from the care and safety provided by St. John Ambulance community service teams.</p> <ul style="list-style-type: none"> <li>• Established in 1882 in Canada</li> <li>• Member of one of the world's oldest humanitarian organizations—the Order of St. John</li> <li>• Serving more than 300 communities across Canada</li> <li>• 25,000 volunteers provide two million volunteer hours annually</li> <li>• 7,000 certified instructors</li> <li>• Provides first aid and CPR training programs that contain the latest protocols and meet provincial and federal regulations</li> <li>• Trains more than 600,000 Canadians in first aid and CPR each year</li> <li>• Markets a complete range of high quality first aid kits and supplies for use at work, home and play</li> <li>• Supports humanitarian relief efforts across Canada and around the world</li> </ul>	<p>The Salvation Army serves in 111 countries around the world. It began its work in Canada in 1882 as a Christian movement with an acute social conscience. With more than 120 years experience, The Salvation Army continues to provide professional services that are relevant to the diverse needs of vulnerable people and their communities. Over 1.5 million people were helped by the Salvation Army in Canada last year.</p> <ul style="list-style-type: none"> <li>• The Salvation Army has 600 individual units associated with its Territorial Headquarters in Toronto</li> <li>• 11,000 people helped when disaster struck</li> <li>• 5,000 shelter beds provided for the homeless each night</li> <li>• 7,900 people with addictions received assistance</li> <li>• 2.3 million meals served</li> <li>• 855,000 family members provided with food, clothing or practical assistance</li> <li>• 8,500 children went to Salvation Army camps</li> <li>• 500 hospital beds provided</li> <li>• 1,500 long-term care and supportice housing beds provided</li> <li>• 125 projects in 7 developing countries</li> </ul>