



IMPERIAL TOBACCO CANADA FOUNDATION

THE IMPERIAL TOBACCO CANADA FOUNDATION ANNOUNCES RECIPIENTS OF ITS MONTREAL SOUTH WEST COMMUNITY DONATIONS

Six donations of \$20,000 given to innovative projects that will help the community

Montreal, June 29, 2011 - Support for food banks and for entrepreneurial training, transportation for the elderly to special programs, refitting homes for the disabled and the elderly, and sports and leisure guidance in rehab programs: these are the projects that Imperial Tobacco Canada will support in 2011 through its Montreal South-West Community Donations Program.

“This is about giving back to the community and being good neighbours,” said Joan Pennefather, General Manager of the Foundation. “Our goal is to provide meaningful support to organizations in our neighbourhood and to be a partner in maintaining the real impact which they have in people’s lives.”

Now in its second year, this Program donates \$20,000 each to six organizations which make a difference in the community. The Montreal South-West Community Program’s donations are for innovative projects that meet the selection criteria and are proposed by non-profit organizations located in Montreal’s South-West Community, including Lachine, LaSalle and Verdun.

This year’s recipients are:

HABITAT FOR HUMANITY MONTREAL: a program to repair existing homes in the South-West to ensure greater accessibility for the disabled and the elderly.

PORTAGE: a program to add sports and leisure training to young women residing at Portage, as part of the rehab program designed for women with children.

TYNDALE-ST GEORGES COMMUNITY CENTRE: a continuing program to offer training in business in collaboration with the John Molson School of Business, primarily for immigrants and new Canadians.

CARREFOUR D’ENTRAIDE LACHINE: a program to provide prepared meals as part of the programs offered at the Marché St Pierre.

L’OEUVRE SOUPE MAISON: support for the refitting of the furnace at this centre which offers warm meals to the disadvantaged.

CENTRE DU VIEUX MOULIN DE LASALLE: a project to ensure transportation for the elderly to this Centre which offers several programs to help confront isolation.

More information on the Foundation and the Montreal South-West Community Program can be found on the Foundation's Website at: www.imperialtobaccofoundation.ca.

Established in 2005, the Imperial Tobacco Canada Foundation is a private charitable foundation funded solely by Imperial Tobacco Canada Limited and is responsible for managing the Company's donations programs.

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