

## Media Advisory: Giant Tiger Asks Customers To Vote In \$10,000 Charity Giveaway

Giant Tiger customers can vote for their favourite charities to win \$10,000! This amount will be allocated on behalf of Giant Tiger customers among three (3) national charitable organizations - The Childrens Wish Foundation, The Canadian Red Cross and Friends of the Earth Canada. All 3 organizations will win! Customers will vote to determine which organization receives the first, second and third place prizes (\$5000, \$3000 and \$2000).

"Money is tight and people are being very careful about how they're spending their money" states Andy Gross, President and CEO of Giant Tiger Stores Limited. "With wallets shrinking due to the economy, it is difficult to both support a family and find funds to assist worthwhile causes. We thought that making a donation on behalf of our customers might help alleviate our customers' minds, knowing that their favourite charitable organization will indeed receive some financial support this Christmas."

Customers can vote online at [www.gianttiger.com](http://www.gianttiger.com) or [www.tigregeant.com](http://www.tigregeant.com) from December 6 to 16, 2011. The results will be revealed on December 19, 2011 and an official cheque presentation to all 3 organizations will be scheduled for early January 2012.

"Now more than ever, the earth needs all the friends it can get so it's exciting to work with Giant Tiger and their customers in this voting contest" says Beatrice Olivastri, CEO Friends of the Earth Canada. "We know that Giant Tiger has just won an award for its energy conservation measures that are good for the environment and Giant Tiger's bottom line. We hope that Giant Tiger's customers will be just as keen to vote for their environmental choice of charities." Friends of the Earth Canada works with citizens and communities to promote environmental rights and justice, combat global warming and protect fresh water.

"The Canadian Red Cross is pleased to work with Giant Tiger and participate in this important campaign", says Tom Scinto, Coordinator for National Corporate Relations with the Canadian Red Cross. "We are going to reach out to our supporters and turn votes into aid for Canadian communities in need."

"The Children's Wish Foundation of Canada is very grateful to Giant Tiger and its customers for their ongoing generosity. Programs like this one are instrumental to Children's Wish in continuing its mission of granting the most heartfelt wish of Canadian children with a life threatening illness." Armaine Smith, Development Officer, Corporate Giving for The Children's Wish Foundation of Canada.

Visit their websites to learn more about these charitable organizations: [www.foecanada.org](http://www.foecanada.org); [www.redcross.ca](http://www.redcross.ca); [www.childrenswish.ca](http://www.childrenswish.ca).

### About Giant Tiger:

Giant Tiger is the leading Canadian owned family discount store, providing on trend family fashions, groceries, and everyday needs at low prices that Canadians have come to love and expect. Established in 1961 in Ottawa's Byward Market, the privately held company has grown to over 200 locations across Canada and employs over 7,000 team members. The friendly local stores with the iconic yellow tiger logo are more than an affordable and convenient shopping experience for customers, they help bring communities together. Giant Tiger has a long-standing tradition of supporting surrounding communities. In 2010, Giant Tiger donated more than \$2 million to more than 700 local associations across Canada. For more information about the company, please visit [www.gianttiger.com](http://www.gianttiger.com) and [www.gtboutique.com](http://www.gtboutique.com), or join us on Facebook at [www.facebook.com/gianttiger](http://www.facebook.com/gianttiger) or follow us on Twitter @GTboutique.