



## ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

### **NSLC launches Water Safety Program**

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**HALIFAX, July 6, 2006** – The Nova Scotia Liquor Corporation (NSLC) today launched its second annual Water Safety Campaign in conjunction with the Lifesaving Society, Nova Scotia Branch. The focus of this campaign is to ensure people are aware of the potential dangers of consuming alcohol while enjoying water activities and to encourage them to drink responsibly.

"This innovative water safety campaign will remind Nova Scotians and tourists to enjoy beverage alcohol and water activities safely this summer," says Bret Mitchell, NSLC President & CEO. "Partnering with the premier organization in Nova Scotia responsible for water safety, the Lifesaving Society will help ensure this powerful message is delivered effectively."

"I'm very pleased to be working with the NSLC on this water safety campaign," said John Strickey, Executive Director of the Lifesaving Society, Nova Scotia Branch. "Our goal is to show that water and alcohol don't mix and to remind everyone to enjoy the water safely this summer."

The campaign will be launched today with a media event at the Waegwoltic Club where simulated demonstrations and rescues of swimmers will take place. Province-wide messaging will be supported by a mix of mass and in-store advertising, along with the distribution in NSLC stores of a collectible series of coasters. With the support of the Lifesaving Society the NSLC campaign creative will also be profiled at provincial beaches, and also at many in-door facilities.

The Lifesaving Society is a national volunteer organization and registered charity, composed of tens of thousands of individual members and over 2,000 affiliated aquatic facilities, municipalities, waterfronts and schools. Established in England in 1891 the Lifesaving Society serves all Canadians by providing information and skills that promote safety in, on and around water. The Lifesaving Society is the Canadian authority in aquatic lifesaving education and in lifeguarding. The Society is a leader, and a partner, in the delivery of water safety education.

The Nova Scotia Liquor Corporation, the fourth largest retailer of beverage alcohol in Canada, generates almost half a billion dollars of revenue a year, returning in excess of \$180 million profit annually to the province. It employs more than 1300 Nova Scotians, offering 3000 products from around the globe through 107 retail and 23 agency stores across the province.

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