



KRISTA JOHNSTON PHOTO

Life Financial recently provided its Perth office with a \$600 donation for a charity in the local area. Recently, Sun Life staff visited Judy Preston of the Great War Memorial Hospital Foundation to present the cheque. Pictured, from left, Jessica Deachman, Christina Dryden, Kerry Deachman, Robert Peskett and Judy Preston.

Mayor learns factors affecting industries

Perth Mayor John Fenik, the town's director of community services, Shellee Fenik, made the rounds early this month, visiting local industry leaders to keep abreast of the successes and challenges they face.

Fenik says he is impressed with those in charge of the industries he visited. "The

people I spoke with understand their respective manufacturing sectors completely," he said.

"They are creative and visionary and Perth, as a community, is lucky to have manufacturing leaders of such (high) quality."

Fenik and Evans visited Cutler-Hammer Canada,

3M Canada Company, Perth Soap and Central Wire Industries.

During the tours, Fenik said he found that the high Canadian dollar and high gas prices are having an effect on industry locally.

These industry visits are expected to continue on an annual basis.

Help give the gift of sight at Foodsmiths

Foodsmiths, Perth's leading natural health and wellness retailer, is running a "Be a Vitamin Angel" fundraising event to help eliminate childhood blindness in third-world countries.

Support from more than 100 retailers across Canada is expected to help prevent blindness in 36,000 children.

Vitamin Angels, a U.S.-based non-profit organization that provides nutritional supplements to developing countries, "fits perfectly with what we are all about," says Claire Smith, co-owner of Foodsmiths.

"We raise and contribute thousands of dollars to various local charities annually."

As many as 140 million children worldwide suffer from vitamin A deficiencies. Left untreated, children can go blind, or worse, die. Foodsmiths is hoping that will change, one vitamin at a time.

Between now and Christmas, purchases of sponsoring products at Foodsmiths will trigger a \$1 donation to a charity called Vitamin Angels.

This organization provides overseas humanitarian

aid in the form of supplements, vitamins and minerals.

"Much like our BYOB (Bring Your Own Bag) donation program, the Vitamin Angels campaign will not cost our customers anything," declared Smith. "We will be providing cards for customers to sign, if they wish, and posting them on our window."

The cost of preventing blindness in a child is extremely low – only 25 cents or two vitamin A tablets per year, over a four year period, can do the job. Therefore each \$1 donation triggered by the promotion can prevent blindness in one child.

Foodsmiths is one of 105 stores across Canada participating in the fundraiser. All stores are affiliated with the buying group Health First Network. An estimated \$36,000 will be raised nationally.

"We are fortunate to live in a community where we do not have to suffer from vitamin A deficiencies. That is not to say that everyone has the optimum levels, but we are not seeing the devastating consequences of not even having the minimum

levels."

Vitamin Angels is a non-profit organization headquartered in Santa Barbara, Calif., dedicated to providing vital nutrition in the form of supplements, to developing countries, communities and individuals in need.

Key programs supply multivitamins to at-risk children and vital supplements to expecting mothers. Vitamin Angel's initiatives are funded through the support of generous monetary and in-kind donations from companies and individuals seeking to make a difference.

Visit www.vitaminangels.org for details.

Health First Network is a buying and marketing group dedicated to supporting Canada's leading independent health and wellness retailers, through sharing best-practices, providing shared marketing support, and group buying. Visit www.healthfirst.ca for details, and for more information about the Vitamin Angel fundraising promotion.

Foodsmiths is online at www.foodsmiths.com.

Don't forget that the deadline for the OPP Wish Tree program is next Thursday, Dec. 6.