

Good Citizenship

Singer Goes Behind The Scenes To Benefit People With Disabilities

(NAPSA)—To say thank you to all those who contribute to its fundraising campaign, one grocery retailer offers a sneak peak at some exclusive videos.

Safeway recently launched its annual for Support People with Disabilities fundraising campaign, which benefits Easter Seals and Special Olympics.

This year, as a way to thank the thousands of customers and employees who support the campaign, the store has teamed up with award-winning singer/songwriter and philanthropist Avril Lavigne to bring a new video element and enhanced fundraiser to the effort.

When customers enter any Safeway, Vons, Pavilions, Tom Thumb, Randalls, Dominick's or Carrs store through April, they can look for the "Behind the Scenes with Avril Lavigne" signs near each store's entrance, grab a tear-card from the sign and bring it to the register to make a \$5 donation at checkout to support services for children and adults living with disabilities.

Customers who do so will be given a coupon and code to view exclusive videos of the singer on tour, behind the scenes, performing from her dressing room and visiting Easter Seals programs for kids with disabilities.

Because Avril is passionate about sharing a message of inclusion—that young people with disabilities want to laugh, have fun with their friends and just fit in—she worked with Easter Seals to create the Avril Lavigne Rockstar Club at Easter Seals, an initiative to support recreational programming where kids and teens with disabilities can find their "inner rockstar" through social events, music, theater, sports, arts, leisure time, hobbies and camp.



Singer Avril Lavigne is helping to raise funds for a campaign that benefits children with disabilities.

To spread Avril's message of inclusion, here are some helpful hints:

- It's okay to offer your help to someone, but ask first or wait for someone to ask for your help.
- You can ask people about their disabilities, but know they might not want to talk about it.
- Remember, just because people use wheelchairs, it doesn't mean they are sick. Lots of people who use wheelchairs are healthy and strong.
- Never pet or play with guide dogs. They shouldn't be distracted from the job they are doing.
- Treat a person with a disability the way you like to be treated and you'll have a friend for life.

Working with Avril Lavigne and The Avril Lavigne Foundation, the in-store campaign hopes to fund more rockstar clubs and raise greater awareness and funds for children and adults living with autism and other disabilities in communities across the U.S. and Canada.

You can help support Easter Seals and people with disabilities by shopping at your local Safeway store and participating in this special register donation program. You can find more information at theavrillavignefoundation.org, easterseals.com and safewayfoundation.org.