

Planet Organic Markets Host Barbeques Across Canada to Benefit Sierra Club of Canada

Robyn Quinn, APR
National Public Relations Coordinator
Email: rquinn@planetorganic.ca

Planet Organic Market
(250) 370-0719
www.planetorganic.ca

Victoria, BC July 3, 2007 - From Halifax to Victoria, nothing says summer better than a barbeque. So, on Saturday, July 7, Planet Organic Markets across Canada will host special barbeques at all eight locations. Friends of the Planet are invited to celebrate the start of summer and support an organization that loves the planet too.

Diane Shaskin, Planet Organic VP of Marketing and co-founder is enthusiastic about the event to raise money for the Sierra Club of Canada. “We support the vision of the Sierra Club, so this is a wonderful way to kick off the summer and raise their profile with our Planet customers and staff.”

Kathryn Molloy, Executive Director of Sierra Club BC, commended Planet Organic for its commitment to help protect Canada’s environment. “Planet Organic is a great role model for other companies,” said Molloy.

“We’re delighted Planet Organic is also helping the Sierra Club to tackle global warming and protect Canada’s wild spaces and endangered species.”

Sierra Club volunteers will be helping out at each Planet Organic Market to serve YVES® Veggie Burgers with a side of environmental awareness.

Planet Organic/Sierra Club of Canada BBQ Participating Locations:

**Victoria, BC
Port Coquitlam, BC
Edmonton North, AB
Edmonton South, AB
Calgary North, AB
Calgary South, AB
Port Credit, ON
Halifax, NS**

**Saanich Centre, Quadra Street
Lougheed Hwy and Pinetree
Jasper Avenue
104 Street, Strathcona Towne Centre
Varsity Drive at Shaganappi Trail
Elbow Drive and Southland
Lakeshore Road E. at Hurontario
Quinpool Road**

For more details visit: www.planetorganic.ca or www.sierraclub.ca