



PRESS RELEASE

For Immediate Release

Coinamatic Employees Raise Over \$30,000 for Childhood Cancer

MISSISSAUGA, ON (July 30, 2012) - In the winter of 2012, Coinamatic employees selected Childhood Cancer Canada as the corporate charity of choice with a focus on the Survivor Scholarship Program.

- In 2012 an estimated 1,500 children will be diagnosed with cancer.
- As a result of the work of organizations like Childhood Cancer Canada, the survival rate is 75%.
- Over 95% of the families whose children are diagnosed with cancer are financially devastated.

Childhood Cancer Canada's Survivor Scholarship Program is aimed at ensuring that no deserving candidate is turned away for educational support. Coinamatic's objective for the first year of the campaign was to raise \$18,000 providing 12 Childhood Cancer survivors with \$1,500 scholarships toward their first year of post-secondary education. This was going to be achieved with special fundraising events and voluntary employee donations with Coinamatic matching 2 for 1 for the initial campaign.

Coinamatic President and CEO, Sean Smith states "We are excited to announce that as of July 18, 2012, over 100 Coinamatic employees have signed up for payroll deduction donations. We have also received several generous one-time employee donations and are well on our way to raising over \$30,000 by September 30th. We will surpass our target for awarding 12 scholarships in September, 2012, and are on track to award an estimated 20 scholarships."

Coinamatic and its employees will continue this program for 2013 and hope to raise over \$50,000 for Childhood Cancer Canada.

2011 Scholarship recipient Samantha from Calgary, Alberta was diagnosed at the age of 8 with Osteogenic Sarcoma, a form of bone cancer. She is pursuing a degree in Nursing at Mount Royal University. Samantha's cancer experience has inspired her to become a pediatric oncology nurse in order to help young cancer patients get through their cancer journey.

"This scholarship would help me realize my dreams of becoming a nurse" Samantha explained. "It would help me give back to these kids. I think that because I have had cancer, I can relate with these kids and I know what they are going through."

Stories like these never lose their inspiring power for Childhood Cancer Canada President and CEO Megan Davidson. "Our Survivor Scholarship program is one of the most rewarding aspects of my role," Davidson said. "We are moved by each and every application that comes in and continue to be impressed by the bravery, spirit, and determination of these individuals" expressed Davidson. "We are tremendously grateful for the generous support of the entire Coinamatic team. Their

commitment and generosity allows us to continue to support the educational dreams of our young survivors and ensures that no deserving candidate will be turned away. Thank you for your extraordinary dedication and generous support of this impactful initiative.”

About Childhood Cancer Canada

Founded in 1987 by a mother who lost her child to cancer, Childhood Cancer Canada is the nation’s leading foundation dedicated to funding national research while delivering critical education, community and connectivity programs to children with cancer and their families. Through CCC’s national network of care, they have been able to reach those who need their help. For more information about childhood cancer, please visit www.childhoodcancer.ca or call 1-800-363-1062.

About Coinamatic Canada Inc.

Coinamatic is a privately owned, professionally managed Canadian company founded in Montreal in 1946. Coinamatic is Canada’s largest laundry route operator and the Canadian leader in the development and delivery of customized multi-residential and commercial laundry solutions.

Coinamatic supplies both coin and smart card-vented laundry services to over 15,000 multi-family residential buildings across Canada. With branch operations in 11 major cities across Canada, Coinamatic provides service coverage to over 500 communities from Victoria to Halifax. A quality ISO certified company, Coinamatic has an extremely experienced and tenured Direct Service Team as well as an outstanding live voice, multilingual call centre ready to help Clients and Customers 24/7. Coinamatic employees pride themselves on a long standing reputation for quality services and fair dealing, and are committed to upholding this reputation each and every day! To learn more about Coinamatic please visit www.coinamatic.com.

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