



LET YOUR LIGHT SHINE

May 19, 2011

NEWS RELEASE

## **Kingsway Mall to match donations for Slave Lake relief**

Kingsway Mall is doing its part to help the residents of Slave Lake by accepting cash donations at their Guest Services Kiosk. Between now and the end of May, Kingsway Mall will match cash donations up to a total of \$10,000, with all donations directed to the Canadian Red Cross Alberta Fires Response effort.

“Our hearts and thoughts go out to the victims of the devastation in Slave Lake,” says Kingsway Mall General Manager, Susan Denney. “As a community gathering spot, Kingsway Mall has the capacity to collect funds for the victims, and to make those donations go further by matching them.”

Kingsway Mall also encourages people to donate any and all gift cards as well. They’ll be given to Edmonton Emergency Relief Services who will distribute them to displaced Slave Lake residents temporarily relocated to Edmonton.

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For further information or interviews, please contact:

Bridget Hansen  
Marketing Coordinator, Kingsway Mall  
P: 780-378-6304  
E: [bhansen@oxfordproperties.com](mailto:bhansen@oxfordproperties.com)  
[www.kingswaymall.com](http://www.kingswaymall.com)

Susan Denney  
General Manager, Kingsway Mall  
P: 780-378-6310  
E: [Sdenney@oxfordproperties.com](mailto:Sdenney@oxfordproperties.com)  
[www.kingswaymall.com](http://www.kingswaymall.com)