



New Business Agreement to help McMaster Children's Hospital

Hamilton – June 2010: Hamilton Health Sciences Foundation and Mabel's Labels Inc have joined forces in a new business agreement. Mabel's Labels will contribute 20 percent of sales from each designated label package to Hamilton Health Sciences Foundation in support of McMaster Children's Hospital. All label products sold to customers through www.mackids.mabel.ca are eligible.

This agreement with Mabel's Labels is part of a larger "Care4" campaign launched by the Hamilton Health Sciences Foundation. The "Care4" campaign offers consumer –oriented companies the option of making a financial commitment on behalf of their customers in support of a cause that is important to both that company and their customers. The company and Hamilton Health Sciences Foundation share the responsibility for raising awareness of the program. The "Care4" program is based on the principle that companies receive a financial benefit through increased sales and customer goodwill for engaging in a cause that their customer's value.

In the case of Mabel's Labels the commitment goes much deeper. As indicated by Julie Cole, Co-founder and VP of Hamilton-based Mabel's Labels, "we are thrilled to be partnering with the McMaster Children's Hospital. As local parents ourselves, many Mabel's Labels staff members have experienced the exceptional care provided to families. It feels like a natural fit!"

"We believe that this is a win-win-win relationship for Mabel's Labels, their customers and the patients of McMaster Children's Hospital, said Pearl Veenema, President and CEO of Hamilton Health Sciences Foundation.

Consumer-oriented companies throughout the region are invited to get involved in the Care4 Campaign by supporting Hamilton General Hospital, St. Peter's Hospital, Juravinski Cancer Centre, McMaster Children's Hospital, or, to support health care throughout the region, Hamilton Health Sciences Foundation. More details around the Care4 Campaign can be found at www.hamiltonhealth.ca/care4

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About Hamilton Health Sciences Foundation:

Hamilton Health Sciences Foundation is a registered charitable organization. Through the generosity of our donors, we fund capital redevelopment projects, purchase medical equipment and technology, and we invest in research. Our mission is to support patient care, research and education across the Hamilton Health Sciences family of hospitals; our goal is Health Care, Transformed.

About Mabel's Labels Inc.:

From basement start-up to an award winning, celebrity endorsed company, Mabel's Labels is the leading provider of "labels for the stuff kids lose!"® Founded in 2002 by four Hamilton, Ontario moms, the company creates and sells extremely durable labels, customized with a child's name, choice of colours and a fun icon. Products include dishwasher and microwave safe Sticky Labels, laundry-safe peel and stick Tag Mates™ for



clothing care tags, waterproof Shoe Labels, Bags Tags, Household Labels, personalized stationery and more. Mabel's Labels has been widely recognized for its business and product excellence, including winning the 2007 SavvyMom "Mompreneur of the Year" Award and Best Product Awards from Baby Gizmo, iParenting and PTPA Media, the 2007 Outstanding Business Achievement Award from the Hamilton Chamber of Commerce and, in 2009, a prestigious RBC Canadian Woman Entrepreneur Award.

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