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FOR IMMEDIATE RELEASE

## Lice Company donates \$1 from every Premium Nit Kit™ sold to the Children's Aid Foundation

Cookstown, ON ... Canada's leading head lice company has pledged to donate \$1 from every Premium Nit Kit™ sold in Canada to the Children's Aid Foundation. Proceeds will support programs funded by the Children's Aid Foundation that help Canada's at risk, abused and neglected children.

"To celebrate our national campaign this year, we wanted to give back to communities across the country through the important work of The Children's Aid Foundation," said Dawn Mucci, President and Founder of Lice Squad Canada. "I've been involved on a local level as a foundation board member for the South Simcoe Foundation and in the course of my volunteer work became fully aware of the immense need to support children and youth in our communities. By partnering with the Children's Aid Foundation, our donations will help children across Canada with things like education and advocacy."

Lice Squad's Premium Nit Kit™, sold on-line, in exclusive retail stores and through Lice Squad's franchise network, contains everything needed to identify and remove head lice. Nit Pickers Secret enzyme shampoo (enough for 3 to 5 family members), a high quality nit removal comb and a pair of magnifying glasses with LED lights. Lice Squad's products are safe and effective, meeting a growing demand for non-toxic alternatives for the removal of head lice.

Head lice are the second most communicable affliction among school-age children next to the common cold. Lice Squad's mission is to change the way people treat head lice and to meet a universal demand for head lice help by delivering environmentally friendly superior products and services. The vision is to dispel the stigma associated with head lice and to stop the over use and abuse of pesticides on children and our environment. Lice Squad provides service in more than 20 communities across Canada and its Franchise Division is positioned for growth with expansion plans for more than 50 locations.

The Children's Aid Foundation is a national organization dedicated to serving Canada's most underprivileged kids and young people. An astonishing number of children in Canada are at risk and need our help. Many suffer in poverty, while others have been victims of abuse and

neglect. A staggering 76,000 of them live in foster homes or a residential facility. The mission of the Children's Aid Foundation is to fund programs that give them skills and hope for a promising future, The Children's Aid Foundation works with child welfare agencies across Canada to provide funding for programs and services in the areas of prevention, education, enrichment, healing and recovery.

For more information, contact:  
Dawn Mucci  
President, Lice Squad Canada Inc.  
(705) 458 4448 ext. 201

Lisa Lipkin  
PR Specialist  
Children's Aid Foundation  
416-923-0924