



For immediate release

Peggy Hamilton
2011 Recipient of the Life Member Designation

TORONTO: August 29, 2011. . . Cori Bonina, Chair of Canadian Federation of Independent Grocers (CFIG) Board of Directors and John F.T. Scott, President and CEO of CFIG, announced Peggy Hamilton of Ponoka Foods Ltd., as a 2011 recipient of CFIG's prestigious Life Member Designation. Peggy is a dedicated independent grocer who is acknowledged for her long standing support of CFIG. She truly embodies what it is to be a successful Canadian Independent Grocer.

Peggy's journey started out in Edmonton, Alberta where she married the son of an independent grocer. In 1957, Peggy and her husband were afforded the opportunity to relocate to Ponoko, AB where they could manage one of the family stores; the very first IGA contract in Alberta, now known as Hamilton's IGA.

Peggy has dealt with numerous obstacles since the move to Ponoko, including the death of her husband only a few months after opening their store. 54 years later, four relocations and a rebuild due to arson in 1998, Peggy truly exemplifies what it means to be a dedicated independent grocer in Canada.

Peggy has a reputation for being very generous and involved in the community. Being a big Rodeo town, Hamilton's IGA is always supporting and volunteering in various capacities during community events. She is heavily involved with the Masons and Eastern Star - where her husband was made honorary kinsmen.

Peggy was instrumental in the construction of a local skateboard park for the Ponoka youth and Hamilton's IGA regularly funds hockey and baseball teams year round.

John Scott, President and CEO of CFIG, said "Peggy is a pioneer and as tenacious as they come. After being first one signed to IGA in Alberta, she faced her share of hurdles, but really was the glue that kept the business together in Ponoka. Peggy is a remarkable and loyal person who has made a significant difference to her community, and we are very happy to be honoring her"

Peggy will be officially recognized on Monday October 24th at Grocery Innovations Canada 2011, Canada's premier grocery exposition and conference, at CFIG's Luncheon of Honour, in the Leonard Cohen Ballroom, at the Toronto Congress Centre.

The Canadian Federation of Independent Grocers (CFIG) is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. Representing over 4000 grocery retailers from every part of Canada, CFIG is a strong and united voice for independent grocers, providing programs for operational excellence, facilitating

educational and training programs and fostering enabling-relationships among retailers and suppliers. CFG is a respected organization that speaks confidently for its retail members to industry, government, and the consumer.

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