



TRAIL APPLIANCES LTD.
PRESS RELEASE

Tablecloth of Hope to Visit Trail Appliances Alberta Stores

CALGARY, Alberta (August 31, 2004) – Trail Appliances has been a strong partner and supporter of *KitchenAid Cook for the Cure* events. *KitchenAid Cook for the Cure* encourages Canadians to host a party for friends, family, or neighbours and to invite guests, who might be planning to bring a gift for the host, to instead make a donation to the Canadian Breast Cancer Foundation. Along with promoting this program in-store, Trail Appliances has hosted media and public events to raise awareness of the grassroots efforts of the Canadian Breast Cancer Foundation in helping to create a future without breast cancer.

Earlier this year a 12 x 12 foot tablecloth, designed by Toronto-based apron designers, was sewn out of hundreds of pink and white fabric napkins signed by Canadians who've hosted *KitchenAid Cook for the Cure* get-togethers. Every signature on the **Tablecloth of Hope** brings hope to people touched by breast cancer, a disease which directly affects one in nine Canadian women. The **Tablecloth of Hope** is currently on tour across Canada.

KitchenAid is supporting our efforts by allowing this very special tablecloth to visit two of our Alberta stores. The **Tablecloth of Hope** can be viewed from August 28th to September 8th at the North Store. This store has hosted many *KitchenAid Cook for the Cure* events and we felt that it was a fitting location for the tablecloth to be displayed while in Calgary. From October 3rd to 16th, during National Breast Cancer Awareness Month, it will be displayed at our Edmonton South Store. The display that accompanies the tablecloth describes the project, along with the *KitchenAid Cook for the Cure* program.

Trail Appliances is a privately owned company operating in the provinces of Alberta and British Columbia. Family owned and operated since 1974, Trail Appliances is one of the most respected independent appliance retailers in Western Canada with 12 stores – 11 Trail Appliance Stores and Calgary Home Appliance Gallery. Today, three generations of the Broderick family are actively involved in a business that was started 30 years ago by Jack Broderick and his son Paul. Our company has been built on delivering impeccable service, old-fashioned values, community involvement, and bringing the most innovative products in the market to our customers.

-30-

Media inquiries:

Ronalda McDougall
Marketing & Communications
Trail Appliances
Direct Line: (403) 212-7293