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# PRESS RELEASE

FOR IMMEDIATE RELEASE

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## **SEMEX ALLIANCE & HOLSTEIN CANADA KICK OFF JAPAN RECOVERY FUND**

*Guelph, Ontario & Brantford, Ontario* – The first donations to the newly-formed Japan Relief Fund, set up to provide much needed financial aid to earthquake stricken regions in Japan through the Canadian Red Cross, have been made by the Semex Alliance and Holstein Canada.

In response to both the urgency and employee concern, Holstein Canada and the Semex Alliance are partnering with the Canadian Red Cross to assist in providing relief and aid to those affected by the Japan earthquake and tsunami. The powerful 9.0 magnitude earthquake struck Japan on March 11, 2011. The worst in Japan's history, the earthquake triggered a tsunami warning across 20 countries along the Pacific coast. The Red Cross response was immediate. Local volunteers have been working around the clock to support emergency response efforts including evacuation, search and rescue and emergency first aid.

Semex and Holstein Canada have generously donated \$10,000 towards this newly formed fund in a move to assist the recovery of Japan.

We invite you to support this urgent fundraising appeal by visiting [www.redcross.ca/SemexAlliance-HolsteinCanada](http://www.redcross.ca/SemexAlliance-HolsteinCanada) and completing the form. You will then receive an electronic tax receipt. The Semex Alliance and Holstein Canada extend our heartfelt thanks for your contribution to this urgent appeal.

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