



A division of the Overwaitea Food Group LP

## Media Release

### Save-On-Foods brings the World's Most Famous Dress to Winnipeg

Marilyn Monroe's iconic "Happy Birthday, Mr. President" dress available for public viewings in three local stores

**(July 18, 2017 – Winnipeg, Manitoba)** The World's Most Famous Dress is starting its three-store tour in Winnipeg this Friday, giving customers at the city's three Save-On-Foods stores their only opportunity to see Marilyn Monroe's crystal-covered dress in Winnipeg and have their photo taken with it.

The dress was made famous when Marilyn Monroe wore it in 1962 to sing "Happy Birthday, Mr. President" to John F. Kennedy at his 45<sup>th</sup> birthday celebration.

The iconic dress was purchased by Ripley's Entertainment, a division of the Jim Pattison Group, in late 2016 for US\$4.8 million.

Following its first appearance on July 10 in Luseland, Saskatchewan, hometown of Save-On-Foods and Ripley's Entertainment owner Jim Pattison, the dress was shown at Save-On-Foods in Saskatoon, Yorkton and Regina.

Winnipeggers will have their only chance to see the dress locally on the following dates:

July 21 – <b>Save-On-Foods Northgate</b>	1399 McPhillips Street	9 a.m. – 8 p.m.
July 22 – <b>Save-On-Foods Bridgwater</b>	400 North Town Road	9 a.m. – 8 p.m.
July 23 – <b>Save-On-Foods St. James</b>	850 St. James Street	9 a.m. – 5 p.m.

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#### About Save-On-Foods

With 160 stores and over 18,000 team members across Western Canada, Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years.

**For more information and for information about photo and interview opportunities at each location, contact:**

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