



A division of the Overwaitea Food Group LP

Media Release

Save-On-Foods brings the World's Most Famous Dress to Saskatchewan and Manitoba

Marilyn Monroe's iconic "Happy Birthday, Mr. President" dress available for first public viewings in Western Canada

(June 29, 2017 – Saskatoon, Saskatchewan) In conjunction with the opening of Saskatoon's first Save-On-Foods store July 14, folks in Saskatchewan and Manitoba will be the first Western Canadians to be able to see and be photographed with the World's Most Famous Dress – worn by Marilyn Monroe in 1962 when she sang "Happy Birthday, Mr. President" at John F. Kennedy's 45th birthday celebration.

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

Following its first appearance on July 10 in Luseland, Saskatchewan, hometown of Save-On-Foods and Ripley's Entertainment owner Jim Pattison, the dress will be available for public viewing in the following locations through the month of July:

- July 14 – **Saskatoon Save-On-Foods** (126 Kensington Blvd)
- July 16 – **Regina Save-On-Foods** (4520 Albert St. South)
- July 18 – **Yorkton Save-On-Foods** (277 Broadway St. East)
- July 21 – **Winnipeg (Northgate) Save-On-Foods** (1399 McPhillips St.)
- July 22 – **Winnipeg (Bridgwater) Save-On-Foods** (400 North Town Rd)
- July 23 – **Winnipeg (St. James) Save-On-Foods** (850 St. James St.)

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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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