



A Jim Pattison business

FOR IMMEDIATE RELEASE

SAVE-ON-FOODS TO DONATE 100% OF NET PROCEEDS OF SELECT FLORAL PRODUCTS TO WOMEN'S HEALTH PROGRAMS IN HONOUR OF MOTHER'S DAY

The sale of fresh cut bouquets, a dozen roses and select potted plants at any of the retailer's 166 stores between May 9th and 15th will help improve care and treatment for women and newborns in Western Canada

VANCOUVER (May 7, 2019) - Western Canada's largest grocery retailer is celebrating Mother's Day by supporting the health and well-being of women and newborns. One hundred per cent of the net proceeds of fresh cut bouquets, a dozen roses and select potted plants in any of the brand's 166 stores, between May 9th and May 15th, will be donated to women's health programs at hospitals in British Columbia, Alberta, Saskatchewan and Manitoba.

The beneficiaries of this initiative include BC Women's Hospital Foundation (which also services the Yukon from a specialty-care perspective), Health Sciences Centre Foundation in Winnipeg, Manitoba, Saskatchewan's new Jim Pattison Children's Hospital and Edmonton's Lois Hole Hospital for Women. Funds will be used for a range of needs including everything from helping to purchase much-needed equipment to expanding surgical space.

"The surgery program at the Lois Hole Hospital for Women handles the majority of gynecological cancer surgeries in central and northern Alberta—more than 6,500 cases just last year. Not to mention the 'code pinks' directly related to the life-saving measures to save, in many cases, both mom and baby," says Sharlene Rutherford, Vice President of the Royal Alexandra Hospital Foundation, the fundraising arm of the Lois Hole Hospital for Women in Edmonton. "This is an incredibly kind and generous campaign by Save-On-Foods in support of our mothers, daughters, sisters, and friends. Women of all ages and in all stages of life will benefit from the funds that Save-On-Foods will provide, as a result of their very generous customers. We are extremely grateful for the opportunity to work with this corporate citizen and we salute such community-mindedness."

Save-On-Foods has long been invested in the communities where they operate using business as a vehicle for good. A key pillar is focused on donating, fundraising, sponsoring and supporting organizations at the local and provincial level, with a focus on children, families, health and nutrition.

"We're excited to offer our customers a unique way to honour moms with a gift that gives back this Mother's Day," said Darrell Jones, president of Save-On-Foods. "Money raised will ensure a number of important programs receive a much-needed influx of funds they need and deserve and lend support to the health and well-being of women across Canada in a meaningful and tangible way."

This Mother's Day fundraising initiative is one of many that Save-On-Foods has been proud to take ownership of over the years. As a foundational pillar for the organization, investing in the community and giving back where it matters have been an integral part of corporate strategy



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and setting the bar for how the industry has rallied to engage with and support their patrons and local communities.

“We are grateful to Save-On-Foods and their customers for this opportunity to partner and ensure the women of BC receive the highest quality healthcare when, where and how they need it,” says Genesa Greening, president and CEO of the BC Women’s Hospital Foundation. “When you purchase your Mother’s Day flowers at Save-On-Foods, you’re helping the women of British Columbia who rely on the only facility in BC devoted exclusively to the health of women and newborns: BC Women’s Hospital.”

For more information on Save-On-Foods’ Mother’s Day promotion, please visit:
<https://www.saveonfoods.com/mothers-day-and-womens-health/>.

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About Save-On-Foods

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. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$30 million to children’s hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

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