



2nd Annual Share It Forward event benefits Western Canadian food banks

Save-On-Foods invites Western Canadians to Share It Forward

(Langley, B.C. – Tuesday, June 11, 2019) After the success of the inaugural Share It Forward event last summer, Save-On-Foods is gearing up for an even stronger turnout this week. The seven day event will see 50 per cent of the net proceeds of every Western Family product sold at Save-On-Foods, PriceSmart Foods and Urban Fare stores, up to \$300,000, donated directly to support local food banks in Western Canada.

Share It Forward runs this Thursday, June 13th to Wednesday, June 19th, 2019. Each store across Western Canada – from Vancouver Island to Winnipeg to Whitehorse and everywhere in between, will be taking part in the initiative with their own unique in-store events, promotions and celebrations.

“This marks our second year running this initiative and with a longer event period, and an even bigger commitment, Save-On-Foods together with our Western Family partners, looks forward to giving back to our local community food banks once again,” said Save-On-Foods president Darrell Jones. “Last summer our stores and customers really came together to support their neighbours. I am so proud of what we accomplished together, and can’t wait to see what we can do this year.”

For more than 100 years, Save-On-Foods has been a passionate supporter of children and families in Western Canada. Annual donations of food and consumer goods worth more than \$3 million are distributed to local food banks, along with hundreds of thousands of dollars in cash raised through community and store fundraisers. The company’s goal with the second Share It Forward event is to raise up to an additional \$300,000 for local food banks, keeping these donations in the same communities where they were raised.

“Save-On-Foods is our biggest retail donor, and we are so excited to be involved in their Share It Forward event for the second year in a row.” said Laura Lansink, executive director of Food Banks BC. “We are so thankful for the support of Save-On-Foods and their customers, as these donations go towards providing nutritious meals to the 80,000 British Columbians who rely on the food banks in their communities every single month.”

Proudly supporting over 1,000 locally made Canadian products, Western Family partners with passionate producers and manufacturers who value high quality, traditional and authentic preparations, and healthy, tasty, sustainable and local ingredients when possible. Western Family products feature the highest quality ingredients, and they stand behind their over 2,800 products on shelf by offering a 100% money back satisfaction guarantee.

“We benchmark the quality of our Western Family products against the best products available in the marketplace, and then we aim to do better. Western Family is all about local, from the producers and the manufactures that we work with, to supporting our local communities whenever possible,” said Vice President of Innovation Brenda Kirk. “Our product developers are passionate about what they do, and we are excited to take part in Share It Forward once again, to give back to those organizations and families who need our support.”

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About Save-On-Foods

As Western Canada's largest grocery retailer, Save-On-Foods feeds families in over 100 communities throughout British Columbia, Alberta, Saskatchewan, Manitoba and the Yukon. With more than 170 stores operating under the Save-On-Foods, Urban Fare, PriceSmart Foods and Bulkley Valley Wholesale banners, the company 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.

About Western Family

Western Family's line of more than 2,800 products feature the highest quality ingredients that turn everyday occasions into moments to be savoured. Proudly supporting more than 1,000 locally-made Canadian products, Western Family is passionate about creating high-quality, authentically-prepared, tasty, healthy and sustainable products.

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