



Western Canadians invited to help Share It Forward with Save-On-Foods for local food banks

(Langley, B.C. – June 10, 2020) With a surge in demand on local food banks amid the COVID-19 pandemic, Save-On-Foods and Western Family are teaming up to donate 50 per cent of all net proceeds on Western Family products sold between June 11 and 17, 2020 to food banks across Western Canada.

In its third annual Share It Forward campaign, Save-On-Foods is aiming to donate \$300,000 to its food bank partners in every community served from Vancouver Island to Winnipeg to Whitehorse and everywhere in between.

The seven-day event will see half of all net proceeds of every Western Family product sold at Save-On-Foods, PriceSmart Foods and Urban Fare stores across Western Canada donated directly to local food banks. All donations will stay in the communities they were raised.

“With more Western Canadians relying on food banks during this crisis, it’s absolutely critical that we do our part to come together to support our neighbours,” said Save-On-Foods president Darrell Jones. “The work our food bank partners do for their communities is so important, especially now. I am so proud of the results of our last two Share It Forward events and I 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.

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 uses the highest-quality ingredients in its products and offers a 100 per cent money-back satisfaction guarantee on its more than 2,800 products on the shelf.

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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.

For more information, contact:

Media Relations

(604) 888-2079, extension 2200

mediarelations@saveonfoods.com