



Save-On-Foods and Western Canadians come together to Share It Forward for local food banks

(Langley, B.C. – June 15, 2021) For the 4th year in a row, amidst the hardships many families face due to the unprecedented disruptions caused by the COVID-19 pandemic, Save-On-Foods and Western Family are teaming up and asking Western Canadians to help them Share It Forward to support those most vulnerable.

The annual Share It Forward event runs from June 17-23, 2021, where 50 per cent of net proceeds* from all Western Family products sold at any Save-On-Foods, PriceSmart Foods and Urban Fare will be donated directly to local food banks. All funds raised locally will stay local. The goal in this year's event is to raise \$300,000 and will bring the total of four years of Share It Forward to more than \$1 million.

"It's more important than ever that we, as Canadians, come together to support our neighbours during this crisis," said Save-On-Foods president Darrell Jones. "Local food banks play a critical role in our communities, and with the Share It Forward campaign, it's easier than ever to support the great work they do every day."

Since the company got its start in New Westminster, B.C. more than 100 years ago, Save-On-Foods team members have been committed to going the extra mile for their customers, communities, and one another – and that tradition continues today. Every year, the company donates food and consumer goods worth more than \$3 million to local food banks, along with hundreds of thousands of dollars in cash raised through community and store fundraisers.

"Save-On-Foods is a longstanding, trusted donor partner of Food Banks BC, and a huge supporter of food banks across Western Canada. We are honoured to be involved in their Share It Forward event once again," said Dan Huang-Taylor, executive director of Food Banks BC. "Food insecurity has further impacted so many people over this past year, so these funds are especially vital. We encourage everyone to purchase Western Family items from June 17-23 and support the hundreds of thousands who rely on food banks across Western Canada every single month."

Western Family proudly supports more than 1,000 local producers and suppliers on its more than 2,800 products on the shelf. By partnering with passionate producers and manufacturers who value traditional and authentic preparations, and healthy, tasty, sustainable and local ingredients, 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.

*up to a maximum of \$300,000

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About Save-On-Foods

Save-On-Foods is a Jim Pattison business, 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 more than 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$40 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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