



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

(Langley, B.C. – June 14, 2022) Save-On-Foods and Western Family are teaming up to Share It Forward for the fifth year in a row and are asking Western Canadians to join them in supporting those who are most vulnerable in our communities.

The annual Share It Forward event runs for seven straight days, and participating couldn't be simpler. For every Western Family product sold online or in-store at any Save-On-Foods, PriceSmart Foods and Urban Fare between June 16 and 22, 2022, the companies will donate 50% of net proceeds to local food banks. All funds are donated back to the communities where they were raised.

Save-On-Foods' goal is to raise \$300,000 through the week-long campaign. Since it began in 2018, Share It Forward has generated more than \$1 million for local food banks.

Food Banks Canada reports that in Canada, 1 in 8 people do not have enough food to eat, with 33% of those being children.

"As Canadians, coming together to support our neighbours is at the heart of our communities," said Save-On-Foods president Darrell Jones. "Local food banks play a critical role in all of the communities we serve across Western Canada, and with the Share It Forward campaign, it's easier than ever to support the great work they do every day."

Western Family proudly works with 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.

"Save-On-Foods is a longstanding, trusted donor partner of Foodbanks 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 Foodbanks BC. "We encourage everyone to purchase Western Family from June 16-22 and support the hundreds of thousands who rely on food banks across western Canada every single month."

For more than 100 years, 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.

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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 over 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.

For more information, contact:

Media Relations

(604) 888-2079, extension 2200

mediarelations@saveonfoods.com