



## Western Family and Western Canadians come together to Share It Forward for local food banks

**(Langley, B.C. – May 19, 2023)** For the sixth year in a row, Western Family is teaming up with Save-On-Foods, Urban Fare and PriceSmart Foods to Share It Forward and are asking Western Canadians to join them in supporting those who are most vulnerable in our communities.

The annual Western Family Share It Forward event runs for seven straight days and participating is simple. For every Western Family product sold online or in-store at any Save-On-Foods, PriceSmart Foods and Urban Fare from May 25 to 31, fifty per cent of net proceeds will go to local food banks. All funds are donated back to the communities where they were raised.

Since it began in 2018, Share It Forward has generated more than \$1 million for local food banks and in 2023 the goal is to raise \$300,000 through the week-long campaign.

Food Banks Canada reports that food bank use rose to the highest level in Canadian history in 2022, up 35% from 2019 and that one in three food bank users are children.

“The need for support is greater than ever and we encourage everyone to purchase Western Family from May 25-31 to support the hundreds of thousands who rely on food banks and hunger relief services across Western Canada every single month,” said Dan Huang-Taylor, executive director of Foodbanks BC. “Save-On-Foods and Western Family are both longstanding, trusted donor partners of Foodbanks BC, and we are thrilled to be involved in their Share It Forward event once again.”

For over 50 years Western Family has become a trusted household brand that proudly works with more than 1,000 local producers and suppliers on its more than 2,800 products. Western Family uses only the highest-quality ingredients in its products and offers a 100 per cent money-back satisfaction guarantee.

“As a company, we know how important it is for our communities to have access to healthy, nutritious food supports, and because of our longstanding partnerships with food banks across Western Canada, we know that there are more Canadians counting on our local food banks than ever before,” said Save-On-Foods and Pattison Food Group president Darrell Jones. “Share It Forward makes it easy to support our neighbours and our local food banks – all you have to do is pick up your favourite Western Family products between May 25 and 31.”

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 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.

**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.

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