



Western Canadians are invited to Share It Forward in support of local food banks

(Winnipeg, Manitoba, June 14, 2019) From June 13-19, 50 per cent of the net proceeds from all Western Family products sold in our community at Save-On-Foods, Western Canada's largest grocery retailer, will be donated to Winnipeg Harvest

Save-On-Foods' second annual Share It Forward campaign runs Thursday, June 13 until Wednesday, June 19, 2019. Every Save-On-Foods, PriceSmart Foods, and Urban Fare store in 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.

“We are so fortunate to have generous corporate partners like Save-On-Foods who want to help feed their hungry neighbours. This community spirit is what breathes life into Winnipeg Harvest and enables us to provide nutritious food to over 64,000 Manitobans each month, 41% of these are children.”
Bridgette Parker, Director of Development.

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.

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 for their over 2,800 products on shelf.

“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.”

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About Winnipeg Harvest:

Winnipeg Harvest is a community-based, not for profit, food distribution and training centre that collects and redistributes food through a network of food banks, agencies, and meal programs that serve children, families, seniors and individuals who are at risk of hunger throughout Manitoba. We provide training programs for our clients and focus attention on hunger within our community as we move towards long-term solutions. Learn more at <https://winnipeg Harvest.org/> and connect with us on Facebook @wpgharvest.

About Save-On-Foods

Save-On-Foods 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 contributes \$3 million annually to food banks across Western Canada.

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:

Margaret Koshinsky

Marketing & Communications Manager | Winnipeg Harvest

p. 204-982-3584 Cell: 204-885-7007

e. margaret@winnipeg Harvest.org