

**TOONIES FOR TUMMIES EXPANDS WEST
THE GROCERY FOUNDATION ANNOUNCES PILOT WITH SAVE-ON FOODS FOR UPCOMING CAMPAIGN**

FOR IMMEDIATE RELEASE

Toronto, September 9, 2016 — [The Grocery Foundation](#) and Save-On Foods today announced that the western-based retailer will participate in the upcoming 2017 campaign benefitting student nutrition. The pilot, which will take place at over 150 Save-On Foods stores in British Columbia, Alberta, Saskatchewan, and Manitoba will mark the first time Toonies for Tummies (#toonies4tummies) is branching into western Canada representing a new milestone for the campaign and for the Foundation.

The Grocery Foundation had previously announced the return of the Toonies for Tummies program February 9-23, 2017 at Metro, Food Basics, Longo's and at 60 independents all of which have actively supported the campaign for many years. Now, with the addition of Save-On Foods, the number of stores slated to take part in the two-week campaign has climbed over 500, offering sponsoring brands a significantly expanded footprint to rally behind.

"The addition of Save-On Foods to the Toonies campaign underscores ongoing efforts by The Grocery Foundation and leading Canadian retailers to support student nutrition programs for children and youth while also driving incremental traffic and profile for sponsor brands interested in supporting this important cause," says Anthony Longo, Chair, The Grocery Foundation Board of Directors. Longo confirms, "As with the Ontario-based campaign, we'll work with local partners to ensure 100% of donations made to Toonies in the west at participating Save-On Foods stores will benefit local student nutrition programs."

The Grocery Foundation is currently communicating the full scope of the revised sponsor benefits and cost to past sponsors and to companies who are looking to join the upcoming campaign. The program out west will mirror the Ontario program including a two-week 'ask at the till' supported by in-store POS, flyer and digital in-store marketing support. The Foundation also plans to extend its media buy on Rogers-owned media to now include the west in addition to the existing buy in Ontario. The 2017 campaign will also be supported by Cityline host, Tracy Moore, The Grocery Foundation and Toonies for Tummies Ambassador and in social media. Further details regarding the revised program can be obtained from the Foundation by contacting Gabby Nobrega at gabby@groceryfoundation.com.

About The Grocery Foundation

The Grocery Foundation is an Ontario-based not-for-profit, representing leaders from Canada's grocery industry. It was established in 1979 to enrich the lives and wellbeing of children. To date, the Foundation has raised in excess of \$85 million which has gone toward over 250 organizations across the province to

help them meet a number of health and wellness needs. This includes proceeds from its Toonies for Tummies campaign which provides funding for nutritious breakfasts and snacks for school-aged students across the province. To learn more about The Grocery Foundation, visit: www.groceryfoundation.com or www.facebook.com/groceryfoundation.

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 and sourcing local products wherever possible, the company has been innovating and putting customers first for over 100 years. Save-On-Foods is part of the Overwaitea Food Group, which operates more than 150 stores in BC, Alberta and Saskatchewan, with stores coming soon to Manitoba and Yukon. With the support of its over 16,000 team members, the company expects to open as many as 25 new stores over the next two years.

For Further information, contact: Gabby Nobrega

The Grocery Foundation

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