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## **THE GROCERY FOUNDATION TAKES ITS TOONIES FOR TUMMIES CAMPAIGN TO THE NEXT LEVEL**

Toronto, June 8, 2016 — [The Grocery Foundation](#) today announced that its signature Toonies for Tummies campaign is set to return February 9-23, 2017 to more than 355 Ontario stores including Metro, Food Basics, Longo's and participating independents.

Building on this year's success, the 2017 campaign will once again include a media buy profiling sponsor brands on CityTV-programming along with campaign-related contesting which will see viewers have the chance to win grocery cards and sponsor products along with a donation of a fridge or stove to a local nutrition program in the winner's home town. The 2017 campaign, retail partners and sponsors will also benefit from publicity generated by an on-air segment on Breakfast Television and by [Tracy Moore](#), host of [Cityline](#), who is slated to return as the campaign Ambassador.

In addition to the marketing and PR support, the upcoming campaign will also include a strong in-store element, including flyer and on-shelf recognition for sponsor brands as well as the opportunity for incremental display and activation during the campaign window. The Foundation is also set to expand the involvement of students from across the province in the campaign through its Agents of Change platform which it launched in 2016.

"We had a very successful campaign this past year, not only exceeding our fundraising goal, but in terms of sponsor activations and the ROI they achieved," says Michelle Scott, the Foundation's Executive Director, citing a sponsor business case that confirmed the program drove an increase in units and new household penetration. "There are few programs that afford you a turn-key marketing and retail activation such as Toonies which leverages the power of the industry coming together, and now through the Agents of Change is creating even more connections to youth," adds Scott.

To ensure sponsors optimize their in-store and trade participation, and to ensure all companies are aware of the benefits of the campaign, The Grocery Foundation and its retail partners are holding an information session June, 15 at 9:00am at Longo's Head Office. Returning sponsors and companies interested in learning more about the campaign are asked to [RSVP](#) for the information session. The cost to participate in the 2017 campaign is \$20,000 per brand.

Questions regarding the campaign should be directed to Gabby Nobrega at [gabby@groceryfoundation.com](mailto:gabby@groceryfoundation.com).

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