



FOR IMMEDIATE RELEASE

STUDENT NUTRITION IN B.C., ALBERTA, SASKATCHEWAN AND MANITOBA TO RECEIVE WELCOME SUPPORT
Toonies for Tummies Campaign Heads West with the Support of Save-On-Foods and Breakfast Club of Canada

TORONTO, February 6, 2017 — For many years, the Ontario-based not for profit, [The Grocery Foundation](#), with the support of retailers and sponsors, has been raising funds for student nutrition programs benefitting over 1.2 million Ontario students. The Foundation, which has raised in excess of \$15 million, since 2000, with its #Toonies4Tummies campaign, has announced it’s moving west with the support of [Save-On-Foods](#) and the [Breakfast Club of Canada \(BCC\)](#).

Toonies for Tummies is designed to raise funds and awareness of the importance of student nutrition. [A 2014 survey of 1,505 Canadians](#), conducted by The Foundation, found many Canadians believe Canada's ability to feed its hungry children is directly tied to the future prosperity of our country.¹ The survey also found few Canadians are informed on the issue, including which children benefit from programs and the average cost of a nutritious snack or meal at school.

Toonies for Tummies will take place in western Canada and in Ontario February 9-23, 2017. Just over 500 stores will take part, including 150 Save-On-Foods stores in B.C., Alberta, Saskatchewan, and Manitoba. In addition to receiving a coupon book, shoppers will benefit from a knowing 100% per cent of their donations will flow directly back to local programs in the vicinity where they are collected. A [Toonie tracker](#) will provide shoppers visibility into programs in their region supported by donations. Campaign materials in store will also communicate the local need in an effort to raise awareness about the number of students who are currently benefitting from student nutrition programs across the regions and communities supported by the campaign.

The Grocery Foundation [and its partners](#) hope to raise \$850,000 through instore and online donations. Breakfast Club of Canada (BCC), The Foundation’s western student nutrition partner, will help administer the donations across the four western provinces. As of June, 2016* BCC was operating nearly 300 clubs across these same provinces serving nearly 3.7M breakfasts per year.

Province	Number of BCC Clubs*	Daily Attendance	Breakfasts Served per Year	Clubs on the Waiting List
British Columbia	132	6,094	1,005,510	132
Alberta	87	7,122	1,175,130	69
Saskatchewan	17	2,259	372,735	24
Manitoba	41	6,920	1,141,800	27

Quotes:

Darrell Jones, President, Save-On-Foods: “While Toonies for Tummies is new to our stores and to the west, the concept of giving back to communities is not; it’s ingrained in our culture and is very evident in the many communities we serve. We’re excited to be the first western retailer to support this campaign and in turn support the futures of many children who stand to benefit.”



Michelle Scott, Executive Director, The Grocery Foundation: “We’re heading west at a time where there have been reports of an increased need and an increase focus among policy makers to help address it. We’re incredibly grateful to Save-On-Foods for making this expansion possible. We know that residents in each community and, most especially, many children stand to benefit in the immediate and long-term.”

Daniel Germain, President and Founder, Breakfast Club of Canada: “We believe anything is possible when organizations come together to help break the cycle of poverty. This new partnership with The Grocery Foundation will enable us to reach and feed an even greater number of children and youth at risk.”

About The Grocery Foundation / Toonies for Tummies

- [The Grocery Foundation](#) is an Ontario-based not-for-profit representing leaders from Canada’s grocery industry. The Foundation was established in 1979 to enrich the lives and wellbeing of children, helping them learn and succeed. To date, The Foundation has donated in excess of \$85M to various organizations.
- Toonies for Tummies is supported by sponsors and retailers in Ontario and in BC. Their support is what ensures 100% of shopper and public donations flow back to local student nutrition programs.

For more information, please contact
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[\(Link to Campaign social media, infographic and commercial\)](#)
Photos are available upon request

Microsite: www.tooniesfortummies.ca
Web: www.thegroceryfoundation.com
Twitter: @groceryfndtn #toonies4tummies
Facebook/groceryfoundation

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