



Press release

In Newfoundland and Labrador, Walmart Canada raised more than \$109,600 for local kids.

For the 15th year in a row, Walmart Canada supports Breakfast Club of Canada's biggest annual fundraiser

Halifax, April 2015 – Breakfast Club of Canada, in collaboration with Walmart, has wrapped up its biggest fundraising campaign of the year. The campaign ran from February 19 to March 13, with 396 stores joining together in an impressive show of solidarity to sell a special bookmark in order to help youth in their respective communities. An outstanding 3,030,000\$ was raised as a result of this Canada-wide initiative.

During the campaign, Canadians were invited to make a donation in store or online at HelpThemShine.ca to support Breakfast Club of Canada, an organization that has been working tirelessly for 20 years to give all kids, from coast to coast, an equal chance at success. Currently, some 152,000 students start their school day with a wholesome breakfast in a warm and welcoming environment because of the Club. Here in the province of Newfoundland and Labrador, 240 Kids Eat Smart Clubs serve over 22,000 meals every day to school aged children. "We believe in the power of each of these communities to step up and make a difference, and we have tapped into our network to allow everyone to give back at the local level," said Erin Mackey, Manager of Community Giving at Walmart Canada. "Over the past 15 years, we have donated and raised more than \$34 million for Breakfast Club of Canada."

"This annual campaign in Walmart stores across the country is one of the high points of our year," said Daniel Germain, President and Founder, Breakfast Club of Canada. "It's a golden opportunity to reach out to the entire Canadian population at once and encourage more and more of them to support our cause. The close ties we have forged with Walmart mean the world to us and are a compelling way to get the word out about the Club and our mission."

Walmart Canada matches the contributions of its stores

Every year since 2000, Walmart associates across the country have enthusiastically backed this cause and embraced a friendly spirit of competition, which in turn has helped boost checkout sales of the \$2 bookmark. Walmart also matches up to a maximum of \$2,000 per store. This year's campaign match will be in the amount of \$778,726.89. In addition, five of Walmart's

suppliers partners, namely General Mills, Smucker's, Minute Maid, Canada Bread and Kraft Canada joined the effort and pitched in an extra \$100,000 during their "Breakfast is Better" at Walmart vendor promotion.

About Walmart Canada

Walmart Canada operates a growing chain of 396 stores nationwide, including 282 supercentres, serving more than 1.2 million customers each day. In addition, Walmart Canada's flagship online store, walmart.ca, is visited by 300,000 customers daily. With more than 95,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of Canada's top 10 most influential brands. Walmart Canada's extensive philanthropy program is focused on supporting Canadian families in need, and since 1994 Walmart has donated and raised more than \$230 million to Canadian charities. Additional company information can be found at walmartcanada.ca, facebook.com/walmartcanada and at <http://www.twitter.com/@walmartcanada>.

About Breakfast Club of Canada

For 20 years, Breakfast Club of Canada has been nourishing children's potential by making sure as many of them as possible have access to a healthy morning meal before school, in an environment that allows their self-esteem to grow and flourish. But the Club is much more than a breakfast program: we take a broader approach that promotes the core values of engagement, enrichment and empowerment, and we team up with communities and local partners to develop solutions adapted to their specific needs. Operating from coast to coast, the Breakfast Club of Canada helps feed 152,000 students every day in 1,328 schools

About Kids Eat Smart Foundation Newfoundland and Labrador

Kids Eat Smart Foundation Newfoundland and Labrador is a registered charity that works to ensure children throughout the province attend school well nourished and ready to learn. Kids Eat Smart Foundation provides funding to run and support 240 Kids Eat Smart Clubs in schools and community centres. Every school day nearly 6000 volunteers serve over 22,000 meals to children in Newfoundland and Labrador.

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