

Shaw's Fill the Food Banks 2012

In 2010, Shaw launched its first ever food bank drive, with a goal of collecting one million pounds of food. By working together with Campbell Canada and groups across the country, we raised an incredible 2.6 million pounds.

Shaw is excited to kick off **Fill the Food Banks 2012**, aiming to reach even further and collect even more food than the previous campaign. Donations of food and dollars will be accepted over the next four weeks, up until May 11 at the end of Hunger Awareness Week.

Across the country, 14,000 Shaw Communications, Shaw Direct and Shaw Media employees are coming together to collect food and monetary donations. Regional Shaw ambassadors are rallying volunteers, organizing events and making exciting things happen. Shaw's team on Vancouver Island, BC has already raised nearly 5,000 pounds of food to kick off Fill the Food Banks 2012 – and that's just the beginning!

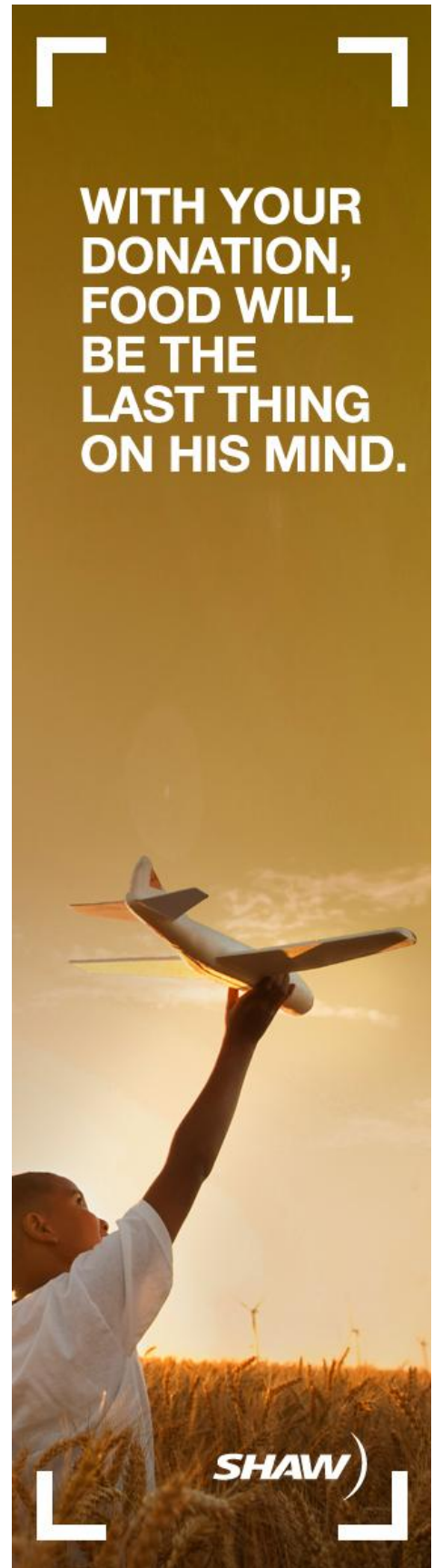
In addition to the participation of Shaw and its partners, the overall success of Fill the Food Banks relies on the participation of schools, churches, communities and individuals across Canada.

Get involved! Help in the way of dollars, food and volunteering are all welcomed. Non-perishable food donations are being accepted at Shaw locations across Canada and local community partners. A list of donation drop-off locations will be posted at www.togetherisamazing.com.

Go social! Watch Shaw's Fill the Food Banks YouTube video and spread the word – for every unique view, Shaw will donate one dollar and Campbell Canada will donate one pound of food, up to a maximum of \$250,000 and 250,000 pounds of food.

Since Shaw's Fill the Food Banks campaign in 2010, the demand for food banks has remained strong:

- Every month, close to 900,000 Canadians – the equivalent of 26 football stadiums full of people - access local food banks.
- 38 percent of those accessing food banks are children and youth.
- Nearly 18 percent of those that accessed food banks in 2011 were employed or had recent employment.
- 11 percent of people using food banks in 2011 were immigrants or refugees – increasing to 18.5 percent in large cities.



The generous participation of our partners and other organizations across Canada allows Shaw to reach more Canadians and collect even more food to help reduce hunger in Canada.

Campbell Canada:

- Campbell Canada will donate one pound of food, up to a maximum of 250,000 pounds, for every unique view of Shaw's Fill the Food Banks YouTube video.
- Through the *Help Hunger Disappear* challenge, Campbell Canada will encourage schools to organize food drives throughout the Fill the Food Banks campaign.

Food Banks Canada:

- The purchasing power of Food Banks Canada makes monetary donations stretch even further. While it may be \$1 to a regular consumer, in the hands of the food banks it's so much more.
- A special online donation portal has been set up at www.togetherisamazing.com to allow Canadians to donate to local Food Banks Canada members across the country.

Purolator:

- Purolator is the shipping partner for Fill the Food Banks, helping to coordinate food distribution across our vast country.

Combining the generosity and enthusiasm of Shaw's employees, corporate partners and everyday Canadians, amazing things can be achieved.

Together is Amazing

www.togetherisamazing.com