

Food Banks Canada Recognizes Leading Corporate Partners with 2011 Donor Awards

Innovation, dedication and passion drive support for food banking community

Toronto, ON Feb 1, 2012 – Food Banks Canada announced the recipients of its first annual Corporate Partnership awards to acknowledge the outstanding efforts of its corporate partners to reduce hunger in Canada. These awards recognize the commitment and creativity with which the business community supports Food Banks Canada and the food banking community.

The Corporate Partnership awards recognize donors in four categories: Judges' Award of Distinction, Innovation Award, Donor of the Year and the Award of Excellence.

"We are honoured to be able to publicly recognize the unique and longstanding efforts of these exceptional corporations. These companies demonstrate their commitment in assisting Canadians in need every day," says Robin Garrett, Chair of the Board, Food Banks Canada. "The investment that the business community makes to Food Banks Canada is immeasurable and our work would not be possible without the efforts of all our partners."

This year's award recipients:

The **Innovation Award** acknowledges a Corporate Partner of Food Banks Canada that has made a unique contribution in addressing the issue of hunger and to food banking in Canada. The award was presented to Campbell Company of Canada for the launch of *Nourish* – an innovative new soup conceived and developed by Campbell's employees. *Nourish* is a complete meal in a can that is easy to prepare – and makes it an ideal food for food banks to share.

The **Judges Award of Distinction** awarded at the discretion of the awards committee, recognizes a Corporate Partner in 2011 who has made a distinct and unique contribution to Food Banks Canada's membership. It was presented to Loblaw Company of Canada for their *Extra Helping* national food drive. The twice annual Extra Helping food drive has raised over \$3.6 million and 3.3 million pounds of food since its inception in 2009. In addition, Loblaw has donated over \$875,000 to Food Banks Canada's National Food Sharing System.

The **Donor of the Year** recognizes a Corporate Partner that has made a significant commitment through their diverse support to the food banking network in 2011. It has been awarded to Kraft Canada in recognition of its wide range of investment including a significant philanthropic donation, community giving campaigns, over 3 million pounds of food donated and gifts-in-kind and volunteer service.

The **Award of Excellence** is presented to a Corporate Partner that has demonstrated a positive impact on the issue of hunger or food banking in Canada. This award was presented to Investors Group whose support since 2003 has enabled Food Banks Canada to actively engage and educate the public about hunger in Canada. In addition, the organization made a significant investment in the development of Food Banks Canada new brand identity in 2008.

Congratulations are extended to all the recipients of the 2011 Corporate Partnership Awards and to all the donors who help to reduce hunger through fundraising, food donations and bringing much needed attention to the hunger issue.

The awards were presented at Food Banks Canada's annual *Celebrating our Partners* breakfast. To view the partner videos visit www.facebook.com/foodbankscanada.

About Food Banks Canada

Food Banks Canada is the national charitable organization representing the food bank community across Canada. Our Members, Affiliate Member food banks, and their respective agencies serve approximately 85% of people accessing emergency food programs nationwide. Our mission is to meet the short-term need for food and find long-term solutions to reduce hunger. Please visit www.foodbankscanada.ca for more information.

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