



## Supporting families across Western Canada as share it forward continues

**(Wednesday, May 21, 2025 – Langley, B.C.)** Western Canadians can do their part to support local food banks by purchasing Western Family products at four Pattison Food Group retailers starting tomorrow.

All Save-On-Foods, Buy-Low Foods, Nesters Markets and PriceSmart Foods stores will participate by donating 50 per cent of net proceeds from every Western Family product sold online or in-store from May 22 to 28 to the local food bank in each community where the products were purchased.

What began as a three-day campaign back in 2018 is now a well-established week-long initiative focused on feeding families in need across Western Canada. Since the inaugural event, share it forward has generated more than \$2 million for local food banks and has its sights set on raising another \$300,000 in 2025.

Supporting local community food banks has always been important to the Pattison Food Group, and as these organizations reach record high demand it is more important than ever for the retail grocery industry to do its part to lessen this burden. According to Food Banks Canada, almost one in three food banks ran out of food during the past year, and a staggering 33% of food bank users are children. As the challenges with food insecurity continue to rise across the country, the annual share it forward event provides Western Canadians the opportunity to help those in need in their community.

“Western Family is dedicated to providing relief to community food banks who are experiencing an overwhelming demand through their annual share it forward campaign,” said Dan-Huang-Taylor, executive director of Food Banks BC. “The funds raised through the purchase of Western Family products during the campaign week will directly help those most vulnerable in our communities.”

For over 50 years, Western Family has been a trusted household name that offers shoppers an extensive assortment of reliable, innovative and high-quality products in all departments. The brand believes in supporting Canadian producers and is proud to list over 1,000 Canadian products.

“All Canadians should have equal access to good food and nutrition,” said Carl Ryan, general manager of private brands at the Pattison Food Group. “That’s why we created the share it forward campaign, which makes it easy for anyone to help out their neighbours simply by adding Western Family products to your basket during your regular shop from May 22 to 28.”

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**About Western Family**

Western Family's line of more than 2,800 products feature the highest quality ingredients that turn everyday occasions into moments to be savoured. Proudly supporting more than 1,000 locally made Canadian products, Western Family is passionate about creating high-quality, authentically prepared, tasty, healthy and sustainable products.

**About Pattison Food Group**

Established in 2021, the Pattison Food Group is a Canadian owned and operated Jim Pattison business and Western Canada's leading provider of food and drugs. The Pattison Food Group includes Save-On-Foods, Buy-Low Foods, Quality Foods, Everything Wine, Pure Integrative Pharmacy, Imperial Distributors Canada Inc., and other Jim Pattison Group specialty and wholesale operations. Its businesses employ almost 30,000 team members in its over 300 food and drug retail locations who share a passion for giving back to the communities where they do business. Pattison Food Group businesses are leaders in customer service and innovation and are committed to achieving long-term growth.

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