



FOR IMMEDIATE RELEASE

EDO JAPAN GIVES BACK TO FOOD BANKS ACROSS CANADA

Quick service restaurant's holiday campaign contributes more than \$75,000 to local food banks

CALGARY – Feb 5, 2015 – Edo Japan, an Alberta-based restaurant known for its hot, fast and delicious Teppan-style food, is donating \$22,032.10 to the Calgary Food Bank today following their community-centric 'Simply Better' holiday giving campaign which took place during the final months of 2014 and raised a total of \$76,094.75 for food banks across Canada.

With a strong commitment to making a difference in the community, Edo Japan was proud to partner with Canada's food banks to help those in need enjoy a 'Simply Better' holiday season. Donations raised by individual franchise locations directly benefited their local food banks and communities. Twenty-five cents from every spring roll purchased at Edo Japan locations between Nov. 3, 2014 and Jan. 4, 2015 went to the cause.

"Edo Japan recognizes the difficulties that some Canadians face every day when it comes to supporting their families," said President and CEO, Tom Donaldson. "We hope that by providing these individuals with easier access to meals, we have, in some way, given them a 'Simply Better' moment to celebrate this holiday season. We are proud to be a part of the communities in which we serve and would like to thank our franchisees and customers for contributing to this important cause. At Edo Japan we acknowledge the necessity of working together to create a brighter future and believe we can attain this goal together."

Since its inception in 2010, Edo Japan's holiday food bank partnerships have raised more than \$222,000 for food banks across the country, with over \$100,000 being donated in 2014 alone. Edo Japan continues to surpass its annual goals, with this year's campaign exceeding the original benchmark of \$50,000.

"The holiday season is often met with increased hardship for the individuals and families we serve," said James McAra, Calgary Food Bank CEO. "Edo Japan's Simply Better holiday program provides us with the means necessary to continue supporting our community during this time of inflated need. Every cent makes a difference – for every \$1 donated, we are able to distribute \$4 worth of food to deserving individuals – and it is partners like Edo Japan that make this possible."

The Edo Elves were also on hand to help spread holiday cheer to Edo Japan customers and promote the holiday campaign. The elves were spotted handing out gift cards and spring roll samples to customers in both Calgary and Edmonton. In addition to the holiday campaign, Edo Japan continued its 'Simply Better Moments' initiative with holiday giveaways occurring on Twitter and Facebook throughout the month of December.

To keep up-to-date with all of Edo's initiatives, follow them on Twitter at [@edo_japan](https://twitter.com/edo_japan) and on Facebook at www.facebook.com/edojapan.

-30-

About Edo Japan

Established in 1979 in Calgary, Alberta, Edo Japan was designed to bring the freshness of hot Japanese Teppan-style cooking to suburban shopping centres and food courts across Canada. Offering the highest quality, freshly prepared food in the quick service restaurant industry, Edo Japan has quickly become a



popular alternative with more than 105 locations across Canada, serving more than eight million meals annually. For more information please visit www.edojapan.com.

@edo_japan

<https://www.facebook.com/edoJapan>

<http://www.youtube.com/user/edoJapaninc>

For further information please contact:

Erica Morgan

Brookline Public Relations for Edo Japan

O: 403.538.5641 ext. 106

E: emorgan@brooklinepr.com