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EDO JAPAN HOLIDAY CAMPAIGN FUELS CANADIAN FOOD BANKS

Quick-service restaurant contributes more than \$74,000 to local food banks

EDMONTON– Feb. 16, 2016 – Alberta-based Edo Japan (Edo), known for its hot, fast and delicious Teppan-style meals, got busy feeding more than just hungry customers during the final months of 2015. As part of its 'Simply Better' holiday giving campaign, Edo restaurants across the country raised \$74,753.94 for local food banks, \$14,873 of which will go to Edmonton's Food Bank. Edo will present Edmonton's Food Bank (11508, 120 St. NW) with a cheque in this amount on Thursday, February 18 at 10 a.m.

With a strong focus on community giving, Edo was proud to mark the sixth consecutive year of its ongoing partnership with Canada's food banks. Edo demonstrated its continued commitment to making the holidays 'Simply Better' for everyone with the second year of its annual fundraising program, which directs 25 cents from every spring roll purchased at Edo restaurants to local food banks. The food banks, in turn, are able to distribute four dollars' worth of food for every dollar donated. As in previous years, Edo's final food bank contribution surpassed its 2015 fundraising goal of \$50,000.

"Edo Japan recognizes the increased difficulty many Canadians face when it comes to feeding their families, both during and after the holiday season," said President and CEO, Tom Donaldson. "It is our hope that by partnering with local food banks, we can help to create 'Simply Better' moments for those in need by meeting their needs in a tangible way. We are proud to be a part of the communities we serve and are incredibly grateful for the continued support of our franchisees and customers in contributing to this cause."

Since the inception of its partnership with Canadian food banks in 2010, Edo has raised more than \$332,000 for local food banks in the cities where it operates. In addition to the money raised during its holiday campaign, Edo also supports local food banks with donations collected during dry runs for the openings of new stores.

"Local food banks continue to support an increasing number of Canadians each month," said Marjorie Bencz, CM, Executive Director of Edmonton's Food Bank. "Programs like Edo Japan's 'Simply Better' campaign play an important role in raising awareness around hunger and the needs of organizations like ours. We are incredibly grateful for Edo's continued support of Edmonton's Food Bank."

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

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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 114 locations across Canada, serving more than eight million meals annually. For more information please visit www.edojapan.com.

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For further information please contact:

Erica Morgan

Brookline Public Relations for Edo Japan

O: 403.538.5641 ext. 106

E: emorgan@brooklinepr.com