

PROUDLY SERVING OUR COMMUNITIES

We are working together more than ever before to improve the quality of life in the hundreds of Canadian communities we serve from coast to coast.

Empire has been proudly serving the communities that have welcomed our businesses for more than 100 years. Today, we support a growing range of causes across Canada at the corporate, regional and individual store levels with the vital help of our employees and the neighbourhoods in which they live and work. Our commitment also extends to the Sobey family's support of important initiatives in the fields of healthcare, education, community-building and the arts.

During the past year, more than \$20 million was contributed or raised by Sobeys and its franchise operations, Empire and its related companies, various Sobey family foundations and through the voluntary efforts and financial support of our employees, franchisees, affiliates and customers.



Walk for Kids Help Phone

More than 300 Empire Theatre employees from across Canada participated in the Walk for Kids Help Phone contributing \$65,000 to this very worthwhile cause.



Easter Seals Paper Egg Campaign

Lawtons Drugs locations across Atlantic Canada sold \$2.00 Paper Eggs in support of Easter Seals, raising \$64,000 to benefit children and adults with physical disabilities.



**Fill the Food Bank.
Fuel the Community.**

Sobeys Atlantic customers, employees and suppliers came together to raise more than \$1 million in food and cash donations to support food banks in Atlantic Canada.

Communities for a Cure

Since 2004, Foodland stores in Ontario have hosted *Communities for a Cure* – a series of community fundraising events that have raised more than \$1 million for the Canadian Cancer Society.



**Becel Heart & Stroke
Ride for Heart**

Sobeys National office employees' participation over the past four years in the Becel Heart & Stroke Ride for Heart in Toronto has raised more than \$80,000 in support of the Heart & Stroke Foundation.

\$20 Million

In fiscal 2011, more than \$20 million was contributed to charitable causes.



The Canadian Cancer Society's Daffodil Place

The Sobeys Foundation donated \$1 million toward the creation of Halifax's Daffodil Place – a new resource centre offering supportive care for cancer patients.



Walk to Cure Diabetes

Employees from Sobeys and IGA stores, corporate office and distribution centre in Edmonton joined together for this walk to raise more than \$8,400 for the Juvenile Diabetes Research foundation.



Straight to the Heart

Across Québec, IGA stores teamed up with suppliers to raise \$570,000 during the Straight to the Heart campaign in support of the Montréal Heart Institute Foundation.



Victoria Symphony Splash

Volunteers from Thrifty Foods raised more than \$3,000 in food sales at the Victoria Symphony Splash event held in the inner harbour of Victoria in support of the Victoria Symphony Orchestra.