

A vital part of our communities

At Empire, we know that a strong commitment to the communities where our employees live and work is fundamental to our long-term success. We strive to be good neighbours in all that we do and actively encourage and support our employees, franchisees and affiliates to help make their communities better places to live and work.



Empire and its employees and customers support a wide range of important causes across Canada at the corporate, regional and individual store levels. Most of these initiatives support families and children, especially in the areas of health, wellness and education. The major focus is placed on local communities where our employees, franchisees and affiliates give generously of their time and talent in support of important events and causes. Our dedication to community service is closely tied to the legacy of the Sobeys family and an organizational culture, which expresses itself through a collective commitment of giving back to enhance the lives of Canadians.

1. Teaching Young Chefs - The Thrifty Foods Young Chef program is a full or part-time, week-long summer camp that teaches kids aged 9-12 how to read recipes as well as learn basic cooking tips, nutrition guidelines, and food safety skills. Thrifty Foods supplies all training materials, cooking ingredients and equipment, and special take-away items. To help make the program affordable for all families, Thrifty Foods subsidizes the registrants' fees at each camp.

2. Make Muscles Move - Safeway partnered with Muscular Dystrophy Canada for the sixth consecutive year to raise funds and create awareness through the Make Muscles Move campaign. In 2013 approximately \$1 million was raised towards leading-edge neuromuscular research and mobility grants across Western Canada and Northern Ontario.

3. Ride to Conquer Cancer - As the official grocery sponsor, Sobeys Inc. served over 5,000 participants and volunteers of the Ontario Enbridge Ride to Conquer Cancer in support of the Princess Margaret Hospital Foundation.

4. Bust a Move for Breast Health - Sobeys has been a Gold Sponsor of Bust a Move for Breast Health since its inception in 2010, and has had a team participate each year as well. Sobeys employees have raised more than \$475,000 to support the new Breast Health Centre located at the IWK Health Centre in Halifax, Nova Scotia.

5. Supporting Local Foodbanks - Sobeys' passion for food extends beyond our stores and into the communities in which we operate. Every year, through each of our store banners, we help feed the hungry by raising hundreds of thousands of dollars and donating millions of pounds of food to organizations across Canada that help the hungry.

6. 2013 World Youth Chess Championship - On November 14th, 2013, Marc Poulin played a fundraising chess match with 14-year-old Adam Dorrance of Cambridge, Nova Scotia before a crowd gathered at Sobeys' New Minas store. Capping off a week of in-store fundraising, Sobeys employees and customers raised the required funds for Adam's participation at the World Youth Chess Championship.



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