



**Food First**

**FOR IMMEDIATE RELEASE**

## **Casey's is Calling on Canadians to *Feed the Soul* and Help Reduce Hunger in Ontario and Quebec**

**Mississauga, ON – September 12, 2011** – Casey's Grill • Bar is encouraging Canadians to go to their local Casey's in Ontario and Quebec to enjoy a delicious meal to help fight hunger across Canada. Today kicks off Casey's popular, fourth annual chain-wide fundraising *Feed the Soul* campaign to benefit food banks across Ontario and Quebec. Until October 9, Casey's will donate 1% from all of its food sales to the Ontario Association of Food Banks (OAFB) and Banques alimentaires Québec.

New to this year's fundraiser is Casey's plan to donate \$1 for every new "like" to its Facebook page at <http://www.facebook.com/CaseysGrillBar> up to \$5,000 from September 12 to October 9 to help end hunger in Canada.

"Year after year we are continually impressed by the generosity of our guests and their dedication to helping Casey's fight hunger across Canada," said Grant Cobb, Senior Vice President, Brand Management for Prime Restaurants Inc. "To-date we have raised more than \$150,000 through our *Feed the Soul* campaign and this year we hope to surpass our previous targets. For this year's four-week fundraising campaign, guests can come to Casey's and enjoy their favourite dish from our core menu available year-round and 1% of all food sales will go to local food banks in Ontario and Quebec. Combined with our Facebook initiative, it has never been easier to make a difference in the battle against hunger."

"Currently there are 400,000 Ontarians who rely on food banks across the province to feed their families each month," said Amanda King, Development Coordinator for the Ontario Association of Food Banks (OAFB). "As this number has continued to increase over the last several years, it has become vital for local businesses such as Casey's to get involved and offer initiatives like the *Feed the Soul* campaign to bring communities together and help work towards a hunger-free Ontario."

"Casey's *Feed the Soul* campaign enables families in Quebec to stretch their dollar in these tough economic times to provide a delicious meal for their families while helping another Quebec-based family put food on their table," said Zakary O. Rhissa, Executive Director of Banques alimentaires Québec. "Each year more than 340,000 families each month in Quebec depend on their local food bank and with fundraisers like Casey's *Feed the Soul* campaign we are able to ensure that no one goes hungry in our province."



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In addition to the fundraising aspect of the program, Casey's head office and restaurant employees will be actively involved in supporting and volunteering at their local food banks to further help in the fight against hunger. The *Feed the Soul* campaign will be promoted in-restaurant and through radio advertising, social media and public relations.

### **About the Ontario Association of Food Banks (OAFB)**

The Ontario Association of Food Banks (OAFB) is a network of 20 regional food banks and over 100 community food banks across the province from Windsor to Ottawa and Niagara Falls to Thunder Bay working towards a hunger-free Ontario. It is our mission to provide food, funding, and solutions to reduce hunger in the province. For more information about OAFB as well as hunger and poverty in Ontario, please visit [www.oafb.ca](http://www.oafb.ca).

### **About Banques alimentaires Québec**

Banques alimentaires Québec supports and represents Quebec's food assistance agencies by conducting research and implementing sustainable alternatives for fighting hunger and poverty. Banques alimentaires Québec is a member of Food Banks Canada. As such, it is the Quebec representative of the National Food Sharing System and for the *HungerCount* annual socio-economic report. [www.banquesalimentaires.org](http://www.banquesalimentaires.org)

### **About Casey's Grill • Bar**

Casey's Grill • Bar, a Prime Restaurants brand, is a franchised restaurant chain specializing in the casual dining category. The chain has 34 restaurants in Ontario and Québec. The new Casey's restaurant offers a contemporary dining experience with a variety of fresh, high-quality international cuisine and old favourites, known as "Casey's Classics" including Casey's Classic Back Ribs, Casey's Classic Chicken Wings and Casey's Classic Bloody Caesar. Casey's features casual dining prices in an environment that offers the perfect balance of comfort, style and energy. Visit [www.caseysgrillbar.com](http://www.caseysgrillbar.com) for more information.

### **About Prime Restaurants Inc.**

Prime Restaurants Inc. operates and franchises a diversified portfolio of leading brands of casual dining restaurants and premium pubs across Canada under such trademarks as: "East Side Mario's," "Casey's," "Fionn MacCool's," "D'arcy McGee's," "Paddy Flaherty's," "Tir nan Og," "Bier Markt," and "Pat & Mario's." For more information visit [www.primerestaurants.com](http://www.primerestaurants.com).

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