

May 25, 2010

Husky Food Drive Campaign

Husky Energy and its partners, customers, retailers and employees are gearing up for an active week of fighting hunger in our community.

For the second year, Husky is supporting the Calgary Inter-Faith Food Bank by raising cash and donations during the city-wide Husky Help the Hungry Week food drive from May 31 to June 5.

"Husky is proud to assist the Food Bank in meeting its growing demand for those in need," said Husky Energy President & Chief Executive Officer John C.S. Lau. "Our employees are working hard to make sure this year's food drive is another success."

Mr. Lau will officially launch the campaign by presenting a cheque to the Food Bank from Husky and its employees at a special kick-off event at Husky's corporate headquarters on Monday, May 31. Husky's partners, including the Calgary Police Service, the Girl Guides of Canada, TELUS and students and staff from Western Canada High School will also attend the official launch, which will feature a special proclamation from the Mayor's office.

Husky's media partners Global TV and NewCap Radio XL103 FM will help publicize the week-long event, which includes National Hunger Awareness Day on Tuesday, June 1.

Husky Help the Hungry Week is a timely campaign. According to Food Banks Canada, the 18 percent increase in food bank use in 2009 is the highest year-over-year increase on record. In Calgary, 124,713 individuals came to the Food Bank last year, an increase of 40 percent over the previous year. More than 40 percent of the Food Bank's clients are children.

Husky and Mohawk retailers are also getting pumped up for the drive, and will welcome non-perishable food items from the public at their sites from May 31-June 5. Retailers will also accept cash donations on June 5 only. Calgarians can also drop off cash or non-perishable food donations at Husky's corporate headquarters before 3 p.m. on June 4, or text FEED anytime to make a \$5 donation.

The 2009 inaugural Husky Help the Hungry week raised more than \$125,000 in cash and food for the Calgary Inter-Faith Food Bank.

Building on last year's momentum, some exciting new activities are planned to raise awareness and participation. Husky Community Investment Senior Advisor Bea Ewanchuk says representatives from the media will join select Husky employees for in "A Week in My Kitchen," in which they will subsist on a Food Bank hamper for a week while blogging about the experience. In turn, the money saved from buying a typical week's worth of groceries will be donated back to the Food Bank.

"We're hoping to make a real difference by helping provide food to individuals and families who need it," says Ewanchuk, who will rely on a hamper for a week.

Husky Help the Hungry week will also feature a food "canstruction" in the lobby of Western Canadian Place as well as raffles and friendly inter-office challenges between Husky employees to fuel the momentum. Employees at Husky's regional offices across the country will organize events to help support their local food banks.

"Husky Energy has supported the Food Bank for many years," said Mr. Lau. "We're encouraging everybody to get involved in this meaningful effort to help Calgarians in need."

WHAT: Husky Help the Hungry food drive in support of the Calgary Inter-Faith Food Bank.

WHEN: Monday, May 31 to Saturday, June 5.

WHO: Husky Energy and its partners: Calgary Inter-Faith Food Bank, Calgary Police Service, Girl Guides of Canada, TELUS, Western Canada High School, Global TV and NewCap Radio XL103 FM.

HOW: Drop off your non-perishable food donations at Husky or Mohawk retailers from Monday, May 31 to Saturday, June 5. Retailers will accept cash donations on June 5 only. You can also donate cash and non-perishable food at Husky's corporate headquarters at Western Canadian Place (707 8th Avenue S.W.) up until 3 p.m. on Friday, June 4.

WHY: Help Husky fight hunger by supporting families who rely on the Food Bank throughout the year.