



MEDIA RELEASE

For Immediate Release

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**Husky Help the Hungry Week reminds Calgarians
that hunger doesn't take a holiday**

The Calgary Food Bank is pleased to announce that more than \$114,000 in cash and food donations were collected last week during our 14th annual Help the Hungry Week.

The week of May 30th was officially proclaimed by the City of Calgary as Husky Help the Hungry Week to raise awareness about food insecurity in our city and to assist the Food Bank in raising food and funds during the summer months. Husky Energy has provided leadership and support to the Help the Hungry campaign for three years, this year in partnership with Western Canada High School, Calgary Police Service, Calgary EMS, Southcentre Mall, and Calgary-area Girl Guides, and supported by Global Calgary and XL103.

"This has been a wonderful campaign that reflects our city's generous spirit," said Husky CEO Asim Ghosh. "Thank you to our employees, partners and Calgarians who contributed food and cash donations. Thank you also to the Food Bank for helping those in need."

James McAra, CEO of the Calgary Food Bank, was pleased with the awareness, food and funds raised during the week. "Husky Energy's vision of a great city, and the leadership they show in achieving that vision, has brought together partners for Husky Help the Hungry Week who represent the central building blocks of a strong community. It is this diversity that truly makes a difference and reflects how wonderful Calgarians are towards each other."

Husky Help the Hungry Week Highlights

Husky Energy, its employees and retail stations raised \$100,000 in cash and food donations for the Calgary Food Bank during the week-long campaign.

Students at Western Canada High School, Husky's partner school, raised more than \$14,000 – a considerable increase from last year's collection of just over \$8,000. To raise food and funds, student teams competed to design and build the most innovative structure from non-perishable food items (which was later donated to the Food Bank), participated in a teacher vs. student dodge-ball game and a enjoyed a charity concert with local artist Michael Bernard Fitzgerald.

On Saturday, June 4th, during the Hunger Heroes Food Drive, hundreds of Calgarians dropped off food and cash donations at Husky Retail sites across Calgary, where representatives from the Calgary Police Service, Calgary EMS, Calgary-area Girl Guides, XL 103 and Global Television were on hand to thank donors on behalf of the Food Bank.

Throughout the week, 7 average Calgarians representing a broad selection of ages, incomes and experiences prepared their week's meals and snacks from the contents of an Emergency Food Hamper from the Calgary Food Bank. They blogged about their experiences on a daily basis at aweekintheirkitchen2011.wordpress.com, and at the end of the week they participated in a public panel for a live chat about their observations, and the observations of those who followed the blog.

For more information, interview requests or photo opportunities, contact:

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