



# News Release

## **FOR IMMEDIATE RELEASE**

November 24, 2015

### **SOBEYS INC. BETTER FOOD FUND ANNOUNCES PARTNERSHIP WITH SPECIAL OLYMPICS CANADA**

*Partnership to centre on nutrition education and cooking skills for  
Canadians with intellectual disabilities*

**Stellarton, NS** – The Sobeys Inc. Better Food Fund is proud to announce a new national partnership with Special Olympics Canada. The partnership will centre on providing increased access to nutrition education for Canadians with intellectual disabilities.

Launched in 2014, the Sobeys Inc. Better Food Fund supports access to and the advancement of better food through donations and partnerships with national and regional charities. The Fund has three distinct areas of focus:

- Eat Better - food access through the support of food banks and meal programs
- Feel Better - health management, prevention and research on food-related health issues
- Do Better - food literacy through nutrition education and cooking skills

A common thread in all Special Olympics Canada programs, whether daily sport programs or Team Canada on the world stage, is the need for increased focus on the importance of good nutrition. Research shows that Canadians with intellectual disabilities face significant adverse health conditions such as obesity, heart disease, stroke, type 2 diabetes and some types of cancer. Nutrition education is critical to reducing the risk of chronic disease.

Data on the health status of individuals with intellectual disabilities indicates that 60% of adult Special Olympics athletes are obese and overweight. Of those athletes screened in the Special Olympics Healthy Athletes program, 27% had low bone density and the overall mortality rate of people with intellectual disabilities is more than five times higher than people the same age, sex and residence.

**Sobeys  
Corporate**

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The partnership between Special Olympics Canada and the Sobeys Inc. Better Food Fund will result in early introduction of better food, knowledge and skills in order to help combat the increased risk of chronic disease, additional stresses of families with members that have an intellectual disability and the need for increased food knowledge. Thousands of Canadians living with intellectual disabilities – from 2 years of age to senior citizens – as well as their families, caregivers and coaches will access nutrition guides, cooking classes and fresh accessible food, through the hundreds of local Special Olympics programs across the country.

“Together with Special Olympics Canada, the Sobeys Inc. Better Food Fund will make better food possible for families, athletes and coaches in the Special Olympics Canada community,” said Marc Poulin, President and CEO, Sobeys Inc. “This is just the beginning of an exciting partnership that will result in more of our neighbours living with intellectual disabilities eating better, feeling better and doing better.”

“We are proud to partner with the Sobeys Inc, Better Food Fund,” said Sharon Bollenbach, CEO of Special Olympics Canada. “Special Olympics Canada and Sobeys believe in the need for new and improved health and nutrition resources that will have a positive impact on the lives of Canadians with intellectual disabilities. Together, we can change the game and set our athletes, and their families, caregivers and coaches, on a course for a long, healthy, active life. ”

More information about the Sobeys Inc. Better Food Fund is available at <https://www.sobeys.com/betterfoodfund>.

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For further information or to schedule an interview, please contact:

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#### **About Sobeys Inc.**

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 108 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton’s Drug Stores as well as more than 350 retail fuel locations. Sobeys and its franchise affiliates employ more than 125,000 people. The company’s purpose is to help Canadians *Eat Better, Feel Better and Do Better*. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).



### **About Special Olympics Canada**

Established in 1969, the Canadian chapter of this international movement is dedicated to enriching the lives of Canadians with an intellectual disability through sport. Operating year-round in all Canadian provinces and territories except Nunavut, this grassroots movement reaches beyond the sphere of sport to empower individuals, change attitudes, and build communities. From two-year olds to mature adults, there are more than 40,000 children and adults with an intellectual disability registered in Special Olympics programs across Canada. They are supported by more than 19,000 volunteers, including close to 14,000 trained coaches. For further information: Visit [www.specialolympics.ca](http://www.specialolympics.ca) or follow us on Facebook and Twitter (@SpecialOCanada).