



For immediate release May 21, 2020
Edmonton, Alberta

Brett Kissel announces First Ever Drive-In Country Music Concert together with Safeway Canada, in support of Food Banks Alberta

Kissel and Safeway Canada aim to lift Albertans' spirits through the power of music.

Edmonton, AB -Tough times don't last, tough people do. Those words have never been more relevant as the world faces the challenges of the unprecedented COVID-19 pandemic. Together with Safeway Canada, Brett Kissel is proud to announce 'Brett Kissel – Live at the Drive-In,' a first of its kind social distancing drive-in country music concert taking place on Saturday, June 13th at the main parking lot of the River Cree Resort and Casino outside of Edmonton, Alberta. Safeway Canada's support ensures **one hundred per cent** of the event's ticket-sales will go to Food Banks Alberta. The unique concert will also be streamed live across Canada, with media partner details to be announced.

"Music, and specifically country music, serves as a soundtrack to our lives. Obviously, the last few months have been an incredibly difficult chapter in all of our stories here in Canada and throughout the world," said Kissel. "Through performing this one-of-a-kind drive-in show, I want to use live music to bring some light and happiness to people. I want to say thank you to all of those who have been on the front lines during this pandemic and to do what we can to make a difference supporting those in need. I want to support everyone through something that I miss – that we all miss, very much – live country music."

'Brett Kissel Live at the Drive- In' concert is one-way Safeway Canada is supporting local communities through its Community Action Fund. Initiated at the beginning of the COVID-19 pandemic, the Community Action Fund empowers 1,500 stores across the country to inject millions of dollars into Canadian communities. The fund has helped deliver food and critical funds to food banks and a range of other community organizations in need across Canada.

"When Brett reached out about creating a first of its kind drive- in country concert, the idea resonated strongly with our team at Safeway. Brett's song 'Tough Times Don't Last, Tough People Do' has inspired our frontline teammates throughout this crisis. At Safeway, we want to ensure that our community partners, such as Food Banks Alberta and others across the country, are not forgotten during this crisis," said Sandra Sanderson, Senior Vice President, Marketing, Sobeys Inc. "We hope this unique social-distancing music event will inspire Canadians to help one another during these tough times and give back to the most vulnerable people in our communities."

Concert attendees will also be encouraged to 'text to donate' to Food Banks Alberta and Safeway Canada will match donations up to \$25,000 over the course of the concert. Safeway is proud to contribute millions of dollars in food and funds each year to address hunger across Western Canada.

Organizers have worked alongside Alberta Health Services and Health Canada to ensure that all health guidelines and safety measures for proper social distancing are in place and adhered to for the safety of all concert guests, performers, and staff. Full event information and health guidelines are available online at <https://drivein.brettkissel.com/>.

Tickets for this very special performance go on sale on Monday, May 25 at 10:00 a.m. via Ticketmaster (www.ticketmaster.ca). Admission for the 60-minute performance is \$50.00 per vehicle, plus applicable fees, and taxes. Additional performances may be added later.

**BRETT
KISSEL**

SAFEWAY 

ABOUT SOBEYS INC.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians since 1907. A wholly-owned subsidiary of Empire Company Limited (TSX: EMP.A), Sobeys owns or franchises more than 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, Farm Boy and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ approximately 123,000 people. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

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