



FOR IMMEDIATE RELEASE

EDO JAPAN MAKES THE HOLIDAY SEASON SIMPLY BETTER

Fresh Japanese Teppan-style restaurant sends out holiday elves to surprise Edmontonians with good deeds

EDMONTON – Nov. 19, 2013 – The holiday season is near and Edo Japan, Canada's leading Teppan-style fast-casual restaurant, is making Edmontonians' holiday season simply better. As part of Edo Japan's Simply Better campaign, several Edo elves will be hard at work spreading holiday cheer with good deeds from Nov. 28 to Dec. 21.

The Edo Elves will be seen sporadically throughout the city performing good deeds to make the holiday season easier and a little less stressful. The elves can be spotted surprising Edmontonians by helping them with everything from carrying their heavy bags, scraping off icy cars and doing almost anything to make someone's day a little brighter. In hopes of spreading the spirit of the season the elves will be encouraging others to surprise someone they love.

Edo Japan is also helping the Edmonton Food Bank to provide food and resources to those in need. Together, both organizations are working to reduce hunger in communities in which they serve and make the holiday season simply better. For every \$25 gift card sold, Edo Japan will donate \$5 to a local food bank, in hopes of raising more than \$15,000.

"Edo Japan cares about the community and would like to make our customers and others lives Simply Better during the Holiday Season," said President and CEO, Tom Donaldson. "Hunger affects people from all walks of life and Edo Japan has been supporting the food bank for a number of years now. This holiday season, we wanted to give back not only to the food bank, but to our customers and our different communities as well. We hope our Edo Elves will spread some joy and encourage others to make this a simply better holiday season."

To learn more about how the Edo elves are planning on spreading some holiday cheer please visit <http://www.youtube.com/watch?v=m4RhYvVBtD8>.

To find out where the elves will be and who they will be surprising follow them on Twitter at @edo_japan and #EdoElf and on Facebook at www.facebook.com/edojapan.

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About Edo Japan

Established in 1979 in Calgary, Alberta, Edo Japan was designed to bring the freshness of hot Japanese Teppan-style cooking to suburban shopping centres and food courts across Canada. Offering the highest quality, freshly prepared food in the quick service restaurant industry, Edo Japan has quickly become a popular alternative with more than 105 locations across Canada, serving more than eight million meals annually. For more information please visit www.edojapan.com.

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