



*****MEDIA ADVISORY/PHOTO OP*****

EDO JAPAN SUPRISES CALGARIANS WITH HOLIDAY ELVES

In the spirit of the season, Edo Elves surprise city patrons with good deeds

WHAT: Edo Japan, an Alberta-based company known for its signature Teriyaki sauce and delicious food prepared in a traditional Teppan-style, will be doing something a little different this holiday season. 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 Calgarians 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 Calgary 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.

WHO: Edo Japan Holiday Elves will be dispersed throughout the city performing good deeds for Calgarians who could use an extra hand.

WHEN/WHERE: The Elves can be spotted at following times/locations:

Nov. 28 – Stephen Avenue – 12–3 p.m.
Nov. 28 – Sunridge Mall – 4 – 7 p.m.
Nov. 29 – Chinook Centre – 10 a.m. – 1 p.m. & 4 – 7 p.m.
Nov. 30 – Olympic Plaza – 11 a.m. – 2 p.m.
Nov. 30 – Southcentre Mall – 12 – 3 p.m.

Dec. 5 – City Hall – 11 a.m. – 2 p.m.
Dec. 5 – Stephen Avenue – 11 – 2 p.m.
Dec. 6 – Southcentre Mall – 12 – 3 p.m.
Dec. 6 – 17th Avenue – 4 – 7 p.m.
Dec. 7 – Eau Claire Market – 9 a.m. – 12 p.m.
Dec. 7 – Sunridge Mall – 12 – 3 p.m.

Dec 12 – Deerfoot Meadows Shopping Centre – 1 – 4 p.m.
Dec. 12 – Sunridge Mall – 4 – 7 p.m.
Dec. 13 – Eau Claire Market – 7 – 10 a.m.
Dec. 13 – Stephen Avenue – 12 – 3 p.m.
Dec. 14 – Westhills Shopping Centre – 12 – 3 p.m.
Dec. 14 – Sunridge Mall – 12 – 3 p.m.



Dec. 19 – 17th Avenue – 4 – 7 p.m.
Dec. 19 – Sunridge Mall – 4 – 7 p.m.
Dec. 20 – Sunpark Plaza – 12 – 3 p.m.
Dec. 20 – Crowfoot Crossing – 12 – 3 p.m.
Dec. 21 – Southcentre Mall – 12 – 3 p.m.
Dec. 21 – Glenmore Park – 10 a.m. – 1 p.m.

About Edo Japan

Follow the Edo Japan Elves at:

Website: www.edojapan.com

Twitter: @edo_japan #EdoElf

Facebook: [/EdoJapan](https://www.facebook.com/EdoJapan)

YouTube: <http://www.youtube.com/watch?v=m4RhYvVBtD8>

For more information and interview inquiries, please contact:

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