



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

**EDO JAPAN SUPRIZES EDMONTONIANS 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 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.

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

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

Nov. 28 – Londonderry Mall – 5 – 8 p.m.  
Nov. 29 – Windemere Shopping Plaza – 4 – 7 p.m.  
Nov. 29 – Londonderry Mall – 4 – 7 p.m.  
Nov. 30 – South Edmonton Common – 12 – 3 pm  
Nov. 30 – Southgate Mall – 12 – 3 p.m.

Dec. 4 – University of Alberta – 10 a.m. – 1 p.m.  
Dec. 5 – Alberta Legislature – 4 – 7 p.m.  
Dec. 6 – 182 Street – 4 – 7 p.m.  
Dec. 6 – Kingsway Mall – 5 – 8 p.m.  
Dec. 7 – Santa Shuffle (William Hawrelak Park) – 9 a.m. – 12 p.m.

Dec. 12 – South Edmonton Common – 4 – 7 p.m.  
Dec. 12 – Skyview Power Center – 5 – 8 p.m.  
Dec. 13 – Whyte Ave – 4 – 7 p.m.  
Dec. 13 – Sherwood Park Mall – 5 – 8 p.m.  
Dec. 14 – City Hall – 9 a.m. – 12 p.m.  
Dec. 14 – Kingsway Mall – 12 – 3 p.m.



Dec. 18 – Amble and Angus – 7 – 10 a.m.  
Dec. 19 – Whyte Ave – 6 – 9 p.m.  
Dec. 20 – Jubilee Auditorium – 6 – 9 p.m.  
Dec. 20 – Sherwood Park Mall – 5 – 8 p.m.  
Dec. 21 – Londonderry Mall– 12 – 3 p.m.  
Dec. 21 – South Edmonton Common – 12 – 3 p.m.

### **About Edo Japan**

Follow the Edo Japan Elves at:

Website: [www.edojapan.com](http://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:**

### **Media Contact**

Alisha Samnani

Brookline Public Relations

Tel: 403-538-5641 ext. 102

[asamnani@brooklinepr.com](mailto:asamnani@brooklinepr.com)