



FOR IMMEDIATE RELEASE

## EDO JAPAN DONATES TO FOOD BANKS ACROSS CANADA

*Fresh Japanese Teppan-style restaurant contributes more than \$15,000 following holiday campaign*

**CALGARY – Feb. 19, 2014** – Edo Japan, Canada’s leading Teppan-style fast-casual restaurant, has announced a total donation of \$15,457 to local food banks, following the inaugural Simply Better Edo Elf holiday campaign.

This holiday season, Edo Japan resolved to make a difference to the communities it serves by helping local food banks to provide food and resources to those in need. For every \$25 gift card sold from Nov. 6 – Dec. 31, Edo Japan donated \$5. More than 3,240 gift cards were sold, surpassing its goal of \$15,000 to food banks across all markets.

“Edo Japan is proud to have franchisees and customers who believed in the gift of giving over the holiday season,” said President and CEO, Tom Donaldson. “We hope that in addition to helping ensure local families have access to food this winter, we put a smile on our customers’ faces and lightened their load over the holidays. The support of the communities we serve was instrumental in exceeding our donation goal for local food banks, and we’re looking forward to working together to build further momentum for this campaign in years to come.”

The Simply Better holiday campaign resulted in impressive numbers from many of Edo Japan’s local markets. Calgary alone sold 814 gift cards for a donation of \$4,195 to the Calgary Inter-Faith Food Bank.

“During the winter season we see increased hardship and need for nutritional assistance amongst the families we serve,” said Shawna Ogston, Communications & Media Relations Coordinator, Calgary Food Bank. “Campaigns such as Edo Japan’s Simply Better holiday initiative are integral to our ability to maintain consistent support to our communities despite the greater need that comes with the season. We’re grateful to Edo Japan, their franchisees and customers for helping to make the lives of many families Simply Better.”

In the spirit of making a difference in the community, Edo Japan also deployed several Edo Elves to spread holiday cheer with good deeds. The Edo Elves were seen throughout Calgary and Edmonton during the Simply Better campaign performing random acts of kindness to make the season easier and a little less stressful.

To keep up-to-date with all of Edo’s initiatives follow them on Twitter at @edo\_japan and on Facebook at [www.facebook.com/edojapan](http://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](http://www.edojapan.com).

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