



Staples Canada supports Giving Tuesday movement, partners with Breakfast Club of Canada

RICHMOND HILL, ON, November 22, 2018 – Staples Canada is participating in Giving Tuesday for the first time, in partnership with Breakfast Club of Canada. On Tuesday, November 27, every store across Canada and staples.ca will accept donations on behalf of Breakfast Club of Canada. In addition, Staples Canada will make a corporate donation of \$10,000 to Breakfast Club of Canada to accompany the funds raised in stores and online.

“It is really important to us that we participate in Giving Tuesday in a big way,” said John DeFranco, Chief Commercial Officer of Staples Canada. “As retailers, we come together to take part in Black Friday and Cyber Monday. However, our company is made up of a network of generous individuals who are proud to be part of the communities they work and live in. Playing a part in this movement by supporting the Breakfast Club of Canada is important to who we are as a company, and what we believe in.”

Staples Canada and Breakfast Club of Canada have been partners for years. Quebec stores have raised money for the organization during the back-to-school season, however, Giving Tuesday will be the first time partnering on a national campaign.

“Along with the key supplies Staples provides, breakfast is an important part of ensuring a child can reach their full potential, in class and in life,” said Marie-Claude Bienvenue, Vice President of Eastern Canada, Breakfast Club of Canada. “The opportunity to build on our existing relationship with Staples through Giving Tuesday, allows Breakfast Club of Canada to reach more school children, thanks to funds kindly donated by Staples customers, in stores and online.”

Breakfast Club of Canada has been providing children access to healthy breakfasts for 24 years. They operate across Canada to help feed over 220,000 students every day in over 1,650 schools annually, providing over 36 million breakfasts.

Giving Tuesday is a global day of giving thanks that takes place each year after Black Friday and Cyber Monday and marks the first day of the giving season around the world. This is the sixth year that Canada is participating in the global movement. Across the country, Canadians will come together to take part in activities to support charities and non-profits.

About Staples Canada/Bureau en Gros

Staples Canada/Bureau en Gros was founded in 1991 and operates over 300 locations across all Canadian provinces. A constant source for small business and educational needs, Staples Canada has transformed into the Working and Learning company. Staples Canada is committed to being a dynamic, inspiring partner for all their customers, always adapting to ensure they have the

resources and experience to help them work, learn and grow. The two staples in the company's logo reflect the collaboration between Staples Canada customers and the 10,000 associates at the 300+ locations across Canada. Visit staples.ca for more information, or get social with @StaplesCanada on Facebook, Twitter and Instagram.

About Breakfast Club of Canada/Club des petits déjeuners

For 24 years, Breakfast Club of Canada has been committed to nurturing the potential of children by ensuring that as many as possible have access to a nutritious breakfast served in an environment that promotes their self-esteem before classes begin. Much more than a breakfast program, the Club's approach is based on commitment, self-esteem and capacity development. It partners with communities and regional organizations to establish an optimal formula adapted to local needs. Breakfast Club of Canada helps feed more than 220,000 children and youth in over 1,640 schools across the country.

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