



FOR IMMEDIATE RELEASE

COBS Bread raises \$166,480 for Breakfast Club of Canada



PHOTO: (Left to right) Benjamin Neumer, Senior Business Development Advisor at Breakfast Club of Canada and Aaron Gillespie, President of COBS Bread.

Vancouver, BC (September 21, 2017) COBS Bread has raised \$166,480 through its 99 bakeries across Canada for [Breakfast Club of Canada \(The Club\)](#), a non-profit organization dedicated to providing funding and services for over 1,600 school breakfast programs in communities across the country.

From September 15 to September 17, 2017, COBS Bread donated \$1 from the sale of each loaf to The Club, and customers were also provided with the option to make a donation during a three-week fundraising period from Aug. 31st – Sept 20th.

“As a company that is committed to our communities and providing healthy food to Canadians, our values strongly align with The Club. Our bakery owners and teams really connect with the cause,” says Aaron Gillespie, President of COBS Bread. “We feel it is our duty to work with The Club to help them achieve their mission to ensure no Canadian child starts the school day on an empty stomach.”

This year, the fundraising average per bakery increased by 30% compared to the 2016 campaign.

“COBS Bread bakeries have continued to reach new heights with this annual campaign, which allows us to continue to reach more children across Canada. We are so appreciative of their support of our mutual dedication to betterment of Canadian communities,” stated Josee Desjardins, Vice President, Ontario and Western Canada of Breakfast Club of Canada.

The cost of one child’s breakfast through a breakfast program supported by The Club is \$1.00. In addition to annual fundraising campaign, many COBS Bread bakeries support The Club’s school breakfast programs through their [End of Day Giving](#) program.



Breakfast
CLUB
of Canada

About Breakfast Club of Canada

Breakfast Club of Canada is a non-profit organization that provides funding, equipment, food, training and support to school breakfast programs across the country. We are dedicated to making sure every child starts their day with a nutritious meal in a nourishing environment, helping them thrive at school, at home and in their community. Founded in Quebec in 1994, Breakfast Club of Canada began to fund and support school breakfast programs nationally in 2005. For more information, visit www.breakfastclubcanada.org.

About COBS Bread

At every one of COBS Bread's 99 locations across Canada, hand crafted bread and the freshest treats are baked every day. Offering traditional sandwich breads, artisanal loaves and smart indulgences, COBS Bread focuses on helping you bring high quality, healthy and delicious baked goods into your home. At the end of the day, all leftover product is donated to local charities. COBS Bread is part of Bakers Delight Holdings Ltd, established in 1980 and operating as Bakers Delight in Australia and New Zealand and COBS Bread in Canada and the United States. Together, they have grown to become the world's most successful bakery franchise with more than 700 bakery locations worldwide with plans to grow to 250 locations in Canada in the next five years. For more information about COBS Bread, please visit www.cobsbread.com.

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