



FOR IMMEDIATE RELEASE

Edmonton Oilers Community Foundation 50/50 Aiming to Feed Thousands of Edmonton Students

Proceeds from the progressive 50/50 to support e4c's School Nutrition Program

April 7, 2021 (Edmonton, Alberta): [e4c's School Nutrition program](#) is getting an extra financial boost thanks to the Edmonton Oilers Community Foundation (EOCF). The jackpot, which started April 3, and runs until April 9, will help to support the over 7,000 students accessing the nutrition program across 39 schools in Edmonton.

The multi-day raffle opened April 3 at 9 AM MST and closes April 9 at 11 PM MST when the Oilers face off against the Colorado Avalanche.

"It's heartbreaking to witness the continuing impact of poverty on families across Oil Country," said Corey Smith, EOCF Board Chair. "We are proud to partner with e4c through our multi-day 50/50 raffle from April 3 - 9 to help ensure thousands of Alberta students have the food they need to focus on their education. We are inspired by the e4c for their tireless work over the past 50 years, and we applaud the continued strength and resilience of both hardworking parents out there trying to make ends meet and teachers who are going above and beyond for their students."

"We are so thankful to Kyle Ferbey of Synergy Franchising and Popeyes Chicken for nominating e4c's School Nutrition Program as the beneficiary of the Edmonton Oilers Community Foundation 50/50." **says Steve McGean, Senior Director of Community and School Based Programs at e4c.** "With the rising costs of food, particularly healthy food like dairy and produce, this financial support will help us continue to feed thousands of kids across 39 Edmonton area schools to ensure that all of them have the fuel they need for a successful school day."

"Popeyes is proud to be able to select the e4c School Nutrition Program as the beneficiary of the Edmonton Oilers 50/50 on April 9, 2022," **says Kyle Ferbey, COO of Synergy Franchising Group.** "e4c does incredible work in our community and through their school-based programs. The children they help are the future of our society; providing them the nutrition they need gives them the best chance to thrive. Please support e4c and students throughout Edmonton by purchasing a 50/50 ticket between now and April 9."

e4c's School Nutrition program offers nutritious meals and snacks to over 7,300 students each school day in partnership with Edmonton Public School Division and Edmonton Catholic School Division. The healthy meals are prepared fresh, on site each day by members of the community employed by e4c. The program is universally accessible to all students in the school helping to reduce the stigma associated with accessing a school food program, and increasing the nutritional awareness of the entire student body.

The funding announcement from EOCF comes just days after reports that Canadian inflation has hit its highest levels in over thirty years, with grocery prices rising 7.4%. These costs are felt by families and individuals working hard to make ends meet. Community food initiatives like the School Nutrition Program help to provide peace of mind and food security to the families that need it most.

The funding will support the purchase of food and other essentials for the School Nutrition Program, whose nutritious meals and snacks cost just \$3.25 per student, per day.



50/50 tickets for the multi-day raffle supporting the e4c School Nutrition Program can be purchased at www.EdmontonOilers.com/5050.

Those who purchase \$100 in 50/50 tickets will also receive a Landmark Cinemas movie pass, with a Limit of one general admission movie pass per 50/50 ticket purchaser per Oilers game day or 50/50 progressive raffle day.

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About e4c

e4c is a non-profit organization in Edmonton that has been working for over 50 years to alleviate and eliminate poverty. e4c operates over 20 programs and services in four core focus areas: shelter and housing, education and skill development, food security, and community and collaboration. Our School Nutrition Program has been operating since 1975, and currently supports over 7,300 students across 39 Edmonton area schools. Organizationally, our programs and services touch the lives of 15,000 Edmontonians each year.

About Edmonton Oilers Community Foundation

The [Edmonton Oilers Community Foundation](#) (EOCF) is a proud supporter of Oil Country and has been contributing to our community's success since 2001. With a focus on programs aimed at those most vulnerable in our community, especially in Edmonton's downtown, and youth hockey programming with a goal to increase participation of under-represented groups in our community, the Oilers Foundation is dedicated to building strong, vibrant and safe communities by demonstrating philanthropic leadership and continues its deep legacy of giving back. Thanks to the generosity of our valued hockey fans, Oilers players and alumni, the EOCF Board of Directors, Oilers Entertainment Group (OEG) employees and the Katz Family, the Foundation has contributed over \$66 million to charitable organizations and minor hockey programs across Oil Country since 2001.

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