



## NUTRIEN PROVIDES \$250,000 LEAD GIFT FOR THE FOOD BANKS OF SASKATCHEWAN'S *FEEDING HOLIDAY CHEER* CAMPAIGN

November 30, 2021

This holiday season, Nutrien is leading off the Food Banks of Saskatchewan's holiday campaign with a cash donation of \$250,000. The campaign titled *Feeding Holiday Cheer* starts today (Giving Tuesday) and runs through December 31, 2021.

Donations received during the campaign will be distributed to 36 food banks across the province and donors can designate their donation directly to one of the registered food banks.

**Michael Kincade, Executive Director of Food Banks of Saskatchewan, says** "The *Feeding Holiday Cheer* campaign has a goal to raise \$1M to address food insecurity during the holidays and into 2022. Saskatchewan people really care about their neighbours and I anticipate that we will have another successful holiday campaign, in large part thanks to Nutrien's support."

**Candace Laing, Vice President Sustainability and Stakeholder Relations at Nutrien says** "We are proud to partner with the Food Banks of Saskatchewan at this critical time of year. Given Nutrien's global role in providing solutions to grow healthy and nutritious food, we strongly believe in the importance of reducing hunger for those most in need. As the lead donor to the *Feeding Holiday Cheer* campaign, we invite everyone in Saskatchewan who can, to join us in giving generously to their local food bank."

Saskatchewan's food banks have responded to the changing needs of folks in their communities during the pandemic and will continue to support those who need their services. It is expected that there will be an increase in people using food banks in the months ahead.

Contributions to the *Feeding Holiday Cheer* campaign can be made at [www.skfoodbanks.ca](http://www.skfoodbanks.ca).

Nutrien employees lent a helping hand at the Regina Food Bank this morning to kick off the campaign and honour Giving Tuesday, a global day for generosity.

Nutrien has donated over \$8.25M since 2010 to the Food Banks of Saskatchewan.

### **MEDIA CONTACTS:**

**Michael Kincade**, Executive Director  
Food Banks of Saskatchewan  
[ed@skfoodbanks.ca](mailto:ed@skfoodbanks.ca)  
(306) 221-2563

PROUD MEMBER OF:



**FOOD BANKS OF**  
**Saskatchewan**

202 Avenue C South  
Saskatoon, SK S7M 1N2  
[ed@skfoodbanks.org](mailto:ed@skfoodbanks.org)  
[www.skfoodbanks.ca](http://www.skfoodbanks.ca)

### **About the Food Banks of Saskatchewan**

*Food Banks of Saskatchewan (FBS) is the provincial association of food banks working together to build, support and strengthen relationships with the community to better serve and advocate on behalf of hungry and food insecure people across Saskatchewan. FBS serves approximately 40,000 people per month, 43% of them children, through food banks reaching every part of the province <https://skfoodbanks.ca/find-a-food-bank/>. The seven largest food banks are in Saskatoon, Regina, Prince Albert, Battlefords, Moose Jaw, Lac La Ronge and Rosthern.*

*Follow FBS on Facebook ([Food Banks of Saskatchewan](#)), Twitter ([@FoodBanksSask](#)), and Instagram ([@skfoodbanks](#)).*

PROUD MEMBER OF:

