



**make  
happy  
tummies**  
A GROCERY FOUNDATION  
COMMITMENT

**créons de  
joyeux p'tits  
bedons**  
UN ENGAGEMENT DE LA  
GROCERY FOUNDATION

UNDER EMBARGO UNTIL AUGUST 27<sup>TH</sup>, 2024 7AM EST

## **THE GROCERY FOUNDATION UNVEILS NEW MAKE HAPPY TUMMIES MASTER BRAND, ANNOUNCES PLANS TO EXPAND SHOPPER MARKETING CAMPAIGN IN QUEBEC**

August 27, 2024—The Grocery Foundation (TGF) today announced plans to unveil a new master brand, [Make Happy Tummies](#) / Créons de joyeux p'tits bedons effective January 2, 2025. The new master brand will encompass the shopper marketing and fundraising campaign Toonies for Tummies and The Grocery Foundation's Breakfast Voucher Program, which offers student nutrition programs healthy products at significant savings. The Night to Nurture Gala will continue to be known as the Night to Nurture Gala and will return on February 1, 2025. Information for the upcoming 2025 Gala will continue to be found on [groceryfoundation.com](#).

Along with its new master brand, The Foundation also announced the first Make Happy Tummies fundraising campaign will also include Quebec with Metro and Super C taking the program national with approximately 1,800 participating grocery stores. A new bilingual website, [makehappytummies.ca](#) will launch early January and contain information about the campaign, voucher program and information currently found on [groceryfoundation.com](#).

"The Grocery Foundation has an incredible history. We've been making tummies happy for some time and now it's official," says Shaun McKenna, Executive Director, The Grocery Foundation. "We're honoured to steward our industry's impact and are excited by the canvas for growth that will be offered by the synergies of a common brand across our properties. We're equally encouraged that Canadians from across the country and in both official languages affirm the new Make Happy Tummies' logo resonates with them. It evokes joy, is eye-catching and most importantly fits with our brand mission and vision," he adds.

Make Happy Tummies will make its debut with a fundraising campaign in Western Canada, Ontario and Atlantic Canada in January-April 2025. Sponsorship opportunities are now open and include Early Bird pricing and bonus visibility for brands who sign on by September 4, 2024. Information can be found at [makehappytummies.ca/sponsorship](#). "With the continued and growing support of an increasing number of brands and organizations across the grocery community, we hope to continue to raise more donations and get healthy food to an expanding number of hungry children. There are more of them, so we need more of us," adds McKenna.

The announcement signals a new chapter for The Foundation focused on the impact and commitment of the unique community of industry partners who rally behind its mission to get food to hungry children. With the commitment and support of a growing network of partners; The Grocery Foundation helps nourish more than 1 million tummies and stewards the industry's collective impact through donations to Breakfast Club of Canada and Student Nutrition Ontario, along with numerous other student nutrition and backpack programs. Donations to these programs will continue with 100% of donations continuing to benefit over one million children at over 3,000 programs that The Foundation currently helps fund with public donations and industry sponsorship. The program expansion in Quebec will benefit several hundred programs managed by Breakfast Club of Canada.



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The new brand underscores the good that comes from nourishing hungry children, which extends to entire school communities and teaches them lifelong skills. In recent years, more and more data has confirmed not only the physical but the mental health benefits that come from helping to address food insecurity among children. The move to a new master brand also reflects input from industry affirming synergies that stand to be gained between Toonies for Tummies and The Grocery Foundation's Breakfast Voucher Program each with their unique benefits for brands looking to help student nutrition programs tied to their ESG and brand-building efforts.

The annual campaign is made possible through fundraising efforts of Canadian grocery retailers including: Sobeys, Safeway, FreshCo, Longo's, Thrifty Foods, IGA West, Foodland and participating Atlantic Co-ops (via Empire Company Limited), Buy-Low Foods, Calgary Co-op, Freson Bros., Food Basics, Metro, Nester's Market, Save-On-Foods, many independent retailers and now Metro PQ and Super C. Beyond the expansion and continued growth of its annual fundraiser supported by our committed grocery partners, two restaurants - Stacked Pancake & Breakfast House and MR MIKES SteakhouseCasual - have also recently announced their support for the Foundation's work and mission.

From September 1-September 30, ninety-three Stacked Pancake & Breakfast House franchisees at restaurants in Western Canada, Ontario and New Brunswick will donate \$1 from each sale of every stack of specialty pancakes, including 2 specialty pancakes created just for the campaign. Each \$1 donated during the campaign will be matched by a \$1 donation by their head office, doubling the impact. And, for the first time, on September 9, MR MIKES SteakhouseCasual will launch their first quarterly campaign. Their upcoming fall campaign will see \$1 donated from every feature entrée sold. Additionally, on September 20<sup>th</sup> MR MIKES SteakhouseCasual will hold a special promotion with \$2 being donated from every feature Mikeburger sold.

The Foundation has established an email for industry to direct emails regarding the branding. That email is [brandhelp@makehappytummies.ca](mailto:brandhelp@makehappytummies.ca).

Branding design and marketing materials was developed by Ostrich Studios, and Quake, Creative and Design with research led by IMI International.

### **About The Grocery Foundation**

The Grocery Foundation helps organizations that provide healthy food to hungry school-aged children, supporting the physical and emotional well-being of millions of Canadian children. Our community of retailers and manufacturers is contributing to important causes through The Night to Nurture Gala and the Make Happy Tummies fundraising campaign and Voucher Program. Over 27 organizations in Canada are supported by The Night to Nurture, which provides food for children through school based and other student nutrition and backpack programs, as well as vital mental health supports.

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