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## **Staples/Bureau en Gros begins annual fundraiser in support of Breakfast Club of Canada**

**Montreal, July 31, 2017** – This year marks the 11th edition of the annual fundraising campaign held by Staples/Bureau en Gros in support of Breakfast Club of Canada. Over the years, this initiative has raised over \$2 million for the Club, which translates to 2 million breakfasts served in participating schools.

“It’s an honour for us to be able to contribute in our own way to the success of Breakfast Club of Canada. We are extremely proud to take part in this campaign that – year in, year out – resonates so deeply with our associates and the public at large,” said Rudel Caron, Quebec Regional Vice-President of Sales and Operations at Staples/Bureau en Gros. “We invite all of our customers to join in and give generously.”

“We are very pleased to be able to count on the involvement of our partners at Staples/Bureau en Gros, with whom we have built a strong relationship over the past 11 years,” said Daniel Germain, President and Founder of Breakfast Club of Canada. “Their support, year after year, is essential in making sure that a growing number of young people have access to a wholesome morning meal. Their efforts enable us to fulfill our mission to nourish children’s potential, promote their health and wellness, and give them all an equal chance at success.”

In Quebec, more than 3,500 volunteers step up every year to feed 17,000 students in over 280 schools where Breakfast Club of Canada operates. Because of their hard work, the Club serves a total of 2,831,730 breakfasts a year to children in communities throughout the province. Every morning, volunteers show up at their respective schools at 6:30 a.m. and do their part to put breakfast on the table and get students’ day off to a good start.

Members of the public are invited to give generously at the checkout when shopping at Staples/Bureau en Gros in Quebec from now until September 3, 2017. Online donations can also be made at any time by visiting [www.breakfastclubcanada.org/give](http://www.breakfastclubcanada.org/give).

### **About the Breakfast Club of Canada**

For 22 years, Breakfast Club of Canada has been nourishing children’s potential by making sure as many of them as possible have access to a healthy morning meal before school, in an environment that allows their self-esteem to grow and flourish. But the Club is much more than a breakfast program: we take a broader approach that promotes the core values of engagement, enrichment and empowerment, and we team up with communities and local partners to develop solutions adapted to their specific needs. Operating from coast to coast, the Breakfast Club of Canada helps feed more than 163,000 students every day in 1,455 schools.



- 2 -

**About Staples Canada/Bureau en Gros**

Staples Canada/Bureau en Gros makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online, on mobile devices, or through the company's buy online, pick up in store option. Staples is dedicated to offering customers the highest level of service, with more products than ever, including technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Print and Marketing services. The company also invests in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit [www.staples.ca](http://www.staples.ca) for more information, or visit us on [Facebook](#), [Twitter](#) and [Instagram](#).

-30-

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