



FOR IMMEDIATE RELEASE

COBS Bread raises more than \$102,000 for Breakfast Club of Canada

Vancouver, BC (October 28, 2016) COBS Bread has raised \$102,599 through its 89 bakeries across Canada for [Breakfast Club of Canada \(The Club\)](#), a non-profit organization dedicated to providing funding and services for school breakfast programs in communities across the country.

From September 16 to September 18, 2016, COBS Bread donated \$1 from the sale of each sandwich loaf to the Club and customers were also provided with the option to make a donation.



“The enthusiasm from COBS Bread and their bakeries to help support Breakfast Club has been amazing. We appreciate their continued efforts, and congratulate them on a successful campaign!” stated Josee Desjardins, Senior Director, Operations and Development of Breakfast Club of Canada.

“We set an ambitious goal this year,” says Aaron Gillespie, President of COBS Bread. “Last year, we raised just over \$75,000 and we set a goal of \$100,000 this year. Our customers and bakeries really opened their hearts to the cause. We are proud of the contribution we have made to Breakfast Club of Canada and the difference they make to the lives of Canadian children.”

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

-30-

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

COBS Bread is part of the world’s most successful franchise bakery network – Bakers Delight – an Australian-owned company. All of COBS’ baked goods are made on the same day they are sold ensuring that everything is fresh and delightful. Any unsold items are donated daily to various local charities and food banks. For more information about COBS Bread, please visit www.cobsbread.com.



Breakfast
CLUB
of Canada

Media Inquiries:

Scott Reid

Vice President of Marketing & Franchise Recruitment, COBS Bread

P: 604-296-3511 E: scott.reid@cobsbread.com