



For Immediate Release

April 5, 2011

A Long-standing Partnership:

M&M Meat Shops and Crohn's and Colitis Foundation of Canada

- May 7, 2011 marks the 23rd Annual M&M Meat Shops Charity BBQ Day in support of the Crohn's and Colitis Foundation of Canada's (CCFC) mission. This community event raises public awareness and money for crucial medical research for Crohn's disease and ulcerative colitis, together known as inflammatory bowel disease (IBD).
- This year's fundraising goal is \$1.6 million. Over the past 22 years, M&M Meat Shops Franchisees, Product Consultants, customers and volunteers have raised more than \$20 million for IBD research through various charitable initiatives.
- M&M Meat Shops Charity BBQ Day is CCFC's largest fundraising event by a single supporter. In addition, anyone can participate in the Stars, Blossom or Coupon Book programs at M&M Meat Shops locations across Canada. For every \$2 Star, \$3 Blossom, or \$5 Coupon Book purchased at the stores, proceeds raised will go directly to the CCFC to invest in IBD research. In recognition of this support, M&M Meat Shops is a Platinum Sponsor of CCFC.
- M&M Meat Shops' ongoing support has contributed to CCFC's most aggressive research undertaking, the CCFC IBD Research Institute – a virtual institute created to coordinate and expand innovative research initiatives that will change the face of IBD research in Canada.

Facts about IBD and CCFC

- There is no known cause or cure for IBD.
- More than 200,000 Canadians are affected by either Crohn's disease or ulcerative colitis and this number is rapidly growing.
- Canada has among the highest reported prevalence and incidence of Crohn's disease or ulcerative colitis in the world.

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- These diseases affect the digestive system and cause the intestinal tissue to become inflamed, form sores and bleed easily. Symptoms include abdominal pain, cramping, fatigue and diarrhea.
- CCFC is the single largest sponsor of IBD research in Canada. To date, it has invested over \$65 million in major research projects focused on IBD topics and the support and training of research personnel.
- CCFC is a volunteer-based registered charity dedicated to finding the cure for Crohn's disease and ulcerative colitis. To realize this, CCFC is committed, first and foremost, to raising funds for medical research.
- Educating patients, family members, health professionals and the general public about IBD is also a part of the foundation's work.

Facts about M&M Meat Shops and the CCFC

- The partnership between M&M Meat Shops and the CCFC extends beyond Charity BBQ Day. M&M Meat Shops ongoing fundraising initiatives include:
 - National Family Dinner Night;
 - Raising funds through regional and celebrity golf tournaments;
 - Providing counter space for CCFC coin boxes;
 - Raising funds through sales of Charity BBQ Day stars, Blossoms and Coupon Books;
 - Sponsoring the Heel 'n' Wheel-a-thon and providing support in the form of BBQs in many event locations across the country;
 - In 1995, the CCFC established the M&M Meat Shops Grant in Aid Of Research to honour its major benefactor. This was the first time CCFC named a grant in a donor's name and continues to do so annually.

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For more information or to find the store nearest you, please contact Ive Balins or Adriana Lurz at Strategic Objectives.

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