

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

December 3rd, 2024

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 on December 3, 2024 (Giving Tuesday) and runs through December 31, 2024.

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 \$2M to address food insecurity during the holidays and into 2025. 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."

Chris Reynolds, Executive Vice President and Chief Commercial Officer at Nutrien says, "Nutrien is proud to partner once again with the Food Banks of Saskatchewan for the *Feeding Holiday Cheer* campaign. Our purpose to feed the future includes making sure people in our local communities have access to the nutrition they need. We encourage everyone in Saskatchewan who can help to generously support their local food banks."

The holiday fundraising campaign is the organization's principal fundraiser, raising the bulk of the organization's annual dollars. Since 2019, Saskatchewan food banks have seen a 42.1 percent increase in usage, putting strain on the 36 food banks across the province and highlighting the important role they play in emergency food provision.

Inflation continued to accelerate this year, at levels not seen in 40 years. This is seriously impacting hunger and food insecurity with not only the lowest-income households, but also those in higher income brackets. Saskatchewan's food banks are seeing increased demand with the rising costs of food, fuel, and housing.

Contributions to the Feeding Holiday Cheer campaign can be made at www.skfoodbanks.ca.

Nutrien has been a long-time partner on this campaign and with their contribution, combined with the generosity of donors. Over \$34 million has been raised through this holiday campaign since 2010.

Media Contact:

Michael Kincade, Executive Director, Food Banks of Saskatchewan

PROUD MEMBER OF:



The people of Saskatchewan along with Nutrien come together to feed our family and friends during the holiday season.

PROUD MEMBER OF

Food Banks
Canada



Banques alimentaires
Canada

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 within the community to better serve and advocate on behalf of hungry and food insecure people across Saskatchewan. Food Banks of Saskatchewan serves approximately 40,000 people per month, 39% of them children, through food banks reaching every part of the province. <http://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 Food Banks of Saskatchewan on Facebook ([Food Banks of Saskatchewan](#)), Twitter ([@FoodBanksSask](#)) and Instagram ([@skfoodbanks](#)).

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