



FOR IMMEDIATE RELEASE
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Sofina Foods' Dream Builders' Campaign Makes Dreams Come True

London, ON – More Sunshine Dreams are coming true thanks to the generosity of Sofina Foods Inc. and employees from the company's 22 locations across Canada. Through a series of fundraising events and activities that took place during the annual Sofina Foods' Dream Builders' Campaign, employees raised a record \$109,707.14 for children's charities which was matched, dollar for dollar, by Sofina Foods Inc. bringing the 2016 campaign total to \$219,414.28. The Sunshine Foundation is deeply grateful to be one of the charities supported by this incredible donation.

"Little by little, our generous employees worked together to make an immense difference in the lives of over 100 families. Every year, they have embraced our campaign and mobilized to make it even more successful than the year before," said Umeeda Madhany, Vice President, Sofina Foundation, the charitable arm of Sofina Foods Inc. and the driver of the Dream Builders' Campaign. "I could not be more proud of what we accomplished this year, knowing first-hand, the impact we have made creating opportunities that otherwise would not have been possible."

This is the first year that Sofina Foods Dream Builders' Campaign has supported The Sunshine Foundation of Canada.

"We are very pleased to support The Sunshine Foundation of Canada," commented Sofina Foods Founder, Chairman and CEO, Michael Latifi. "Sofina Foods is deeply passionate about our commitment to families in our communities. I'm proud that our employees share this same passion."

The funds donated from the Sofina Foods Dream Builders' Campaign will be used to provide Sunshine Dreams for children across Canada as well as support the Sunshine DreamLift 2017 transporting a full plane of young Sunshine Dreamers and volunteers from the Brantford, ON region to Walt Disney World, FL and back for a whirlwind day of independence, adventure and friendship.

"We are incredibly grateful to Sofina Foods, the Sofina Foundation, and all the Sofina employees for their support and commitment to making a difference in the lives of children across Canada," says Nancy Sutherland, CEO at The Sunshine Foundation of Canada. "Their generosity will make a real impact, providing children with opportunities to build confidence, optimism, and independence through the realisation that dreams can come true."

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ABOUT SOFINA FOODS INC.

Sofina Foods Inc. is a privately owned Canadian company headquartered in Markham, Ontario dedicated to providing great tasting, high quality food products for consumers. As one of the nation's leading manufacturers of primary and further processed protein products for both retail and foodservice customers, Sofina Foods has a broad portfolio of branded and private label pork, beef, turkey, and chicken products. Sofina's family of branded products consists of: Cuddy, Lilydale, Janes, Mastro, San Daniele, Fletcher's, Vienna and Zamzam. Sofina Foods currently operates 17 HACCP-approved manufacturing facilities, three hatcheries and has more than 4,600 employees. To learn more about Sofina Foods, please visit www.sofinafoods.com.

ABOUT THE SOFINA FOUNDATION

The Sofina Foundation is the charitable arm of Sofina Foods Inc. Established in 2007 with a focus on supporting causes related to children's issues, the Foundation has proudly partnered with various charities across Canada and the U.S. with an aim to positively impact the communities in which it operates. To date, the Sofina Foundation has raised more than \$3.2 million for children's causes and received its formal charitable status at the beginning of 2014.

ABOUT THE SUNSHINE FOUNDATION OF CANADA

Sunshine is a national Canadian charity impacting the lives of children living with severe physical disabilities or life-threatening illnesses by making their dreams come true. Sunshine's Dream Programs give children the opportunity to experience freedom from their daily regimens and challenges by having their dreams transformed into reality, impacting them with a sense of independence, confidence, and empowerment that will stay with them for the rest of their lives. Sunshine has two Dream Programs: Sunshine Dreams, which can range from family trips to meeting a hero to customized gifts, and Sunshine DreamLift which is a whirlwind 'day of yes' adventure to a Disney theme park for a large group of children. Since its inception in 1987, Sunshine has fulfilled more than 8,000 dreams for children across Canada and coordinated 61 Sunshine DreamLifts. For more information, visit www.sunshine.ca or follow us on Twitter: @SunshineFound.