



For Immediate Release

June 17, 2011

**M&M Meat Shops Inspires Canadians to Bring Back
Traditional Family Mealtimes**

*The Seventh Annual M&M Meat Shops National Family Dinner Night on
September 15, 2011 supporting the Crohn's and Colitis Foundation of Canada*

On Thursday, September 15, 2011, M&M Meat Shops will once again step up to the plate and encourage Canadians to enjoy the tradition of the family dinner. Canadians' lives have never been busier; setting aside quality time for family is a challenge, however, the importance of family dinners reaches far beyond simply sharing a meal together. Gathering together around the dinner table presents a valuable opportunity to interact, strengthen relationships and affirm the value of each family member.

M&M Meat Shops' National Family Dinner Night has been bringing Canadian families closer together for the past six years by recognizing the importance of sharing a meal with family and friends. This annual event has gained tremendous support from families, community leaders and dignitaries across the country, and has contributed to the more than 21.5 million dollars M&M Meat Shops has raised for the Crohn's and Colitis Foundation of Canada (CCFC).

Register Your Participation

Each year M&M Meat Shops urges everyone in Canada to register their participation online to demonstrate the significance of getting together with the people who matter most to them.

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For each participant who registers in National Family Dinner Night at www.mmmeatshops.com or www.nationalfamilydinnernight.com, M&M Meat Shops will make a \$1 donation to the CCFC, up to a maximum of \$100,000.

“Sitting down for a meal together can have a lasting, positive effect on open communication between children and parents,” says Mac Voisin, founder of M&M Meat Shops. “National Family Dinner Night encourages busy families to reconnect by spending quality time together, talking and sharing around the dinner table while supporting a worthy cause.”

About M&M Meat Shops

A Kitchener-based business, M&M Meat Shops opened its first store in 1980. The successful chain now has 465 locations across Canada. M&M Meat Shops offers hundreds of quick and easy meal ideas for today's busy families in just one convenient aisle, with products ranging from succulent steaks to irresistible entrees, delicious desserts and more. For more information on M&M Meat Shops or for tips on hundreds of meal ideas, visit www.mmmeatshops.com.

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