

SSP Canada links with Food Banks Canada



Michael Svagdis, CEO, SSP America and SSP Canada

SSP Canada, a division of leading food & beverage operator SSP Group, has announced a new corporate partnership program with Food Banks Canada.

Food Banks Canada works with a food bank network of more than 4,750 organizations that relieves and prevents hunger across the country.

As part of its partnership, SSP Canada, supplier partners and its team members across the US will implement initiatives designed to support Food Bank Canada programs.

Initiatives include product promotions in its restaurants with part of the proceeds dedicated to Food Banks Canada as well as employee engagement and fundraising activities in local communities.

Michael Svagdis, CEO of SSP America and SSP Canada, said: “When we started our conversations with Food Banks Canada, I was astounded to learn that one in eight Canadian households are food-insecure. We want to do our part to help change this statistic so that no Canadian goes hungry.

“Our team has a passion for volunteerism and lives by a principle of service from the heart. We’re looking forward to working as a team in each of the communities where we operate to help advance the mission of Food Banks Canada.”

Kirstin Beardsley, CEO, Food Banks Canada, added: “With an estimated 7 million people in Canada (one in five) reporting going hungry over the last two years, and with rising inflation and housing costs, this new partnership with SSP Canada comes at a time when food banks on the frontlines are showing no signs of slowdowns.

“I am so excited by the new possibilities that these collaborative initiatives will bring with them, transforming unique fundraising and engagement activities into much-needed food on the shelves for the many food banks that are experiencing an influx of individuals who are visiting for the first time, or being forced to return after years of not having to rely on a food bank to feed themselves or their families.”