



## News Release

January 16, 2012

### **TELUS contributes to FEED NOVA SCOTIA** *TELUS Atlantic Canada Community Board gives \$20,000 to help engage local youth in fighting poverty*

**Halifax, NS** – The TELUS Atlantic Canada Community Board today announced it is giving \$20,000 to FEED NOVA SCOTIA. The contribution will assist the organization in engaging Nova Scotia's youth to fight poverty throughout the province.

TELUS' \$20,000 commitment will enable FEED NOVA SCOTIA to produce a youth activity pack that will teach children about poverty, hunger and what can be done to help now and in the long term.

"Poverty and hunger are a reality everywhere you look and it's important for our youth to be aware of it and also learn how they can help their community," said General (ret.) Rick Hillier, TELUS Atlantic Canada Community Board Chair. "TELUS is passionately committed to community giving and we are very pleased to help a vital organization such as FEED NOVA SCOTIA in their efforts to raise awareness about this important issue."

Each activity pack contains a book and three activity sheets which aims to nurture youths' appreciation of leadership and compassion for people in their broader community. Two versions of the activity pack will be produced – one for Kindergarten to grade two (ages 5-7) and another for grades three to six (ages 8-12). By working with schools and youth groups, FEED NOVA SCOTIA hopes to reach 400 children in the first year of the project and up to 600 youth in years two and three. Teachers, youth group leaders and parents will also receive activity packs.

"Children who receive the youth activity pack will become more informed citizens and future leaders, empathetic to the needs of others," said Dianne Swinemar, executive director of FEED NOVA SCOTIA. "We are grateful to the TELUS Atlantic Canada Community Board for their funding as the youth activity pack will bring heightened awareness to the issues of hunger and poverty, and generate increased support to help those in need."

Hunger in Nova Scotia is a devastating and growing reality, with close to 40,000 people relying on food banks and meal programs just to meet their most basic needs. FEED NOVA SCOTIA helps make life easier for these families and individuals by collecting and distributing perishable and fresh foods to more than 150 food banks and meal programs across the province.

Led by General (ret.) Rick Hillier, the TELUS Atlantic Canada Community Board provides funding for community programs throughout Atlantic Canada. Since 2009, TELUS has donated more than \$2.15 million to Atlantic Canada organizations such as the New Brunswick Youth Orchestra - Orchestrating Change and Camp Gencheff.

TELUS' eleven Community Boards are making a positive impact across Canada from coast-to coast through innovative and groundbreaking efforts that put decision-making in the hands of local leaders who know their communities best. This unique approach helps make TELUS' support accessible to the grassroots organizations that make a tremendous difference in building stronger communities.

**About FEED NOVA SCOTIA:**

FEED NOVA SCOTIA is a charitable organization that helps feed hungry people by collecting and distributing food to more than 150 member agency food banks and meal programs, while at the same time striving to eliminate chronic hunger and poverty through research, awareness and support programs.

For more information on how FEED NOVA SCOTIA is helping hungry families, visit [www.feednovascotia.ca](http://www.feednovascotia.ca).

**About TELUS**

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$10.3 billion of annual revenue and 12.6 million customer connections including 7.2 million wireless subscribers, 3.6 million wireline network access lines, 1.3 million Internet subscribers and more than 450,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed \$245 million to charitable and not-for-profit organizations and volunteered 4.1 million hours of service to local communities since 2000. Eleven TELUS Community Boards across Canada lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit [telus.com](http://telus.com).

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Photo: Six-year-old Jessie Mae gave the book a test drive this morning. After seeing her reaction, representatives from TELUS and FEED NOVA SCOTIA are more eager than ever to finish the project so it can be shared with a broader audience this spring.

For more information:

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