



**Press Release
For immediate release**

**SUNNYMEL AND ATELIER R.A.D.O. JOIN FORCES
TO SUPPORT THE MOST DISADVANTAGED IN MADAWASKA**

Edmundston, Wednesday, October 2, 2019 – The general manager of the Atelier R.A.D.O. food bank, Yves Sévigny, and the Clair Sunnymel poultry processing plant manager, Patrick Moreau, jointly announced a major contribution from Sunnymel to combat hunger in Madawaska County this morning. This contribution will include a \$5,000 cash donation and 190 kilograms of chicken thighs per week. This two-part donation will allow the food bank to improve its services with quality protein, a scarce and much-needed nutrient for Atelier R.A.D.O.'s inventory.

“Sunnymel, along with the management of Olymel and Westco, is excited to support Atelier R.A.D.O.'s efforts and collaborate with them to facilitate their tremendous work of improving the living conditions of people in need in our great region. We do so with the firm conviction that when we can share, we must share. Feeding the World is our mission and all our employees proudly play a part in achieving it, especially when we do so generously. We are confident that this assistance will not only comfort those who benefit from it, but also encourage all Atelier R.A.D.O. volunteers and set an example for future donors to follow,” said Sunnymel plant manager Patrick Moreau.

“It's a great pleasure for me to be here with Mr. Moreau this morning to thank Sunnymel, Olymel and Westco for the significant gesture they are making today. Sunnymel is already an Atelier R.A.D.O. contributor but this donation is particularly important because it will give us more resources to better meet the needs of the disadvantaged. The protein will improve the quality of our food supply and I know that our recipients will appreciate it. On behalf of all of them and Atelier R.A.D.O.'s Board of Directors, I assure Sunnymel that the donation announced today will make a difference. Thank you again,” said Atelier R.A.D.O.'s general manager, Yves Sévigny.

Atelier R.A.D.O. serves approximately 40,000 people living mainly in rural areas. Several hundred families and individuals, including more than 900 children, benefit from its services. This organization serves the food banks of New Brunswick's northwest region.

About Sunnymel

Sunnymel is a New Brunswick company specializing in slaughtering and cutting poultry. Sunnymel arose from a business partnership between Olymel, Canada's leading pork and poultry producer, and Westco, one of the country's largest

poultry producers. The Sunnymel plant is located in the rural community of Haut-Madawaska in northwestern New Brunswick. Operating since 2013, this facility is one of the most modern in Canada and employs 175 people. It has a slaughter capacity of over 500,000 chickens per week and its high-quality products are primarily used in large fast food chains.

About Atelier R.A.D.O.

Atelier R.A.D.O. is a non-profit redistribution organization that serves the Greater Madawaska region, from Connors to Sainte-Anne-de-Madawaska, as a food bank, community kitchen and clothing depot. The organization also provides emergency services to individuals and families in need or living below the poverty line. Founded in 1983, Atelier R.A.D.O. (French for meals, learning, distribution and sewing room) is located in Edmundston. Its mission is to reduce the burden of poverty on those with low incomes. Many volunteers support its efforts by donating more than 3,000 hours of their time each year. Over 10% of Madawaska County benefits from Atelier R.A.D.O.'s services.

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Source: Atelier R.A.D.O. and Olymel

**Info: Atelier R.A.D.O.
Yves Sévigny
506-735-6313
Sunnymel
Richard Vigneault
1-800-463-7568**