



FOR IMMEDIATE RELEASE

Ricky's Family-style Restaurants and Breakfast Club of Canada partner to serve healthy breakfasts to youth with third annual O'Canada Pancake Campaign

Every maple leaf pancake purchased from June 24-July 1 will help to provide healthy breakfasts to Canadian youth

Vancouver, BC, June 10, 2019 -- [Ricky's Family-style Restaurants](#) have partnered with [Breakfast Club of Canada](#) to provide youth in need with a healthy breakfast, with the return of their O'Canada Pancakes campaign, just in time to celebrate Canada Day. For the third consecutive year, Ricky's guests can add a special O'Canada pancake to their meal to celebrate Canada's Birthday for just \$1.50 before 11 a.m, from June 24-July 1, 2019. Full proceeds from every pancake sold will be donated directly to Breakfast Club of Canada.

The O'Canada pancakes are made with the same delicious pancake batter that Ricky's fans know and love, but with a red maple leaf in the middle. Served loaded with strawberries and whipped cream, O'Canada pancakes are perfect for patriotic pancake lovers of all ages and an easy way to help Breakfast Club of Canada feed Canadian youth!

"Breakfast Club of Canada continues to be an incredibly important part of Rickys' story, especially with breakfast being such a large part of what we do," says Stacey Hansson, senior vice-president of Ricky's Family-style Restaurants. "We began working with Breakfast Club of Canada in 2015, and we look forward to continuing to provide support to children in need."

The Breakfast Club of Canada's mission is to nourish children's potential by making sure that as many of them have access to a healthy morning meal before school as possible, in an environment that allows their self-esteem to grow and flourish. Since beginning their partnership, Ricky's has raised \$250,000 for the organisation.

"We're delighted to continue our year-round partnership with Ricky's Family-style Restaurants this summer with the O'Canada Pancakes campaign," says Benjamin Neumer, senior development advisor at Breakfast Club of Canada. "They continue to be a huge supporter of our work to provide children with healthy breakfasts."

Made with the same quality ingredients Ricky's fans have enjoyed for years, the O'Canada Pancakes, featuring a red maple leaf in the centre, will be available for a limited time, from June 24-July 1 before 11 a.m. at Ricky's locations across Canada, for just \$1.50 per pancake.

Those unable to make it to Ricky's during the campaign need not worry, as they can contribute year round by ordering the Breakfast Club sandwich, which donates \$1.00 per sandwich to Breakfast Club of Canada as well! For more information about Ricky's O'Canada Pancakes Campaign, please visit www.rickysrestaurants.ca.

About Ricky's Family Restaurants:

Ricky's began as a pancake restaurant in British Columbia in 1960. Since the late 1970s, it has evolved into a successful restaurant franchise known for its big breakfasts, large portions and extensive menu. The Ricky's Group of Family-style Restaurants includes Ricky's All Day Grill, Ricky's Country Restaurant, Ricky's Café and Ricky's Café FastFresh, now with 85+ locations in Canada and more under development. Ricky's is headquartered in Burnaby, BC. Frank Di Benedetto is the CEO/Owner of FDF Brandz, which includes Ricky's Group of Family-style Restaurants, Fatburger Canada and Famoso Italian Pizzeria + Bar. www.rickysrestaurants.ca #RickysAllDay

About Breakfast Club of Canada:

Breakfast Club of Canada is a charitable organization that provides funding, equipment, training and support to school breakfast programs across the country. The Club is dedicated to ensuring every child starts their day with a nutritious morning meal, in a safe and secure environment. Founded in Quebec in 1994, Breakfast Club of Canada is present in 1,640 schools from coast to coast feeding over 220,000 children every school morning. To learn more visit breakfastclubcanada.org.

Photos and Logo: High-resolution photos, and logos are available via [Google Drive](#).

Social Media: Follow Ricky's Family Restaurants on Instagram for the latest updates.
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