



## NEWS RELEASE

### **'FILL THE FOOD BANKS' RAISES AN AMAZING 2.6 MILLION POUNDS OF FOOD** ***Community support inspires Shaw to increase gift with an additional \$250,000 donation***

**CALGARY, AB (Nov. 22, 2010)** – In an amazing demonstration of the power of togetherness, Shaw today announced that along with partnering organizations and community members across Canada they have more than doubled their goal of raising one million pounds of food for their Fill the Food Banks campaign.

“As of today, we have raised in excess of two and a half million pounds of food for food banks across Canada,” said Brad Shaw, CEO, Shaw Communications Inc. “This has been one of the most gratifying experiences in our history at Shaw. The collective power of our employees with our local communities has been simply awesome. We think this shows that together really is amazing.”

Shaw’s *Together is Amazing* movement was launched on September 20<sup>th</sup> and aims to harness the power of the Shaw network to inspire people and communities to come together to do something amazing. *Fill the Food Banks* was the first campaign launched and ran from September 20 – November 15.

Shaw proudly partnered with Campbell Canada to match Canadian food donations up to a combined total of 650,000 pounds of food. Shaw matched 350,000 pounds and Campbell Canada matched 300,000 pounds of food as part of their national food giving program with Food Banks of Canada. Shaw was also proud to partner with Safeway Canada where all food donation bins supported the initiative. Including the matching 650,000 pounds of food, the final total came to 2,612,633 lbs of food.

Today, inspired by the support of local community organizations, Shaw announced they are adding to their 350,000 lb food donation with a cash donation of \$250,000. The 350,000 pounds of food and the \$250,000 given by Shaw will be distributed to the local participating food banks through Shaw offices across Canada.

“The astounding support from Canadians has inspired us to increase our original gift with a cash donation of \$250,000,” continued Shaw. “We have learned a lot about the need for food in Canada. We feel that the cash donation will support the food banks in their operations. Combined with the wholesome food donated, we hope to set them up for the winter ahead.”

The next initiative in the *Together is Amazing* movement will be *Shaw’s Amazing Family Reunion Contest* where Canadians can enter to win one of ten \$25,000 Family Reunions. Canadians are invited to apply online starting November 29<sup>th</sup> at [www.togetherisamazing.com](http://www.togetherisamazing.com) for their chance to win.

#### **About Shaw Communications Inc.**

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 19 specialty networks including HGTV Canada, Food Network Canada, History Television and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR). For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca).

-30-

#### **For further information, please contact:**

Shaw Investor Relations [investor.relations@sjrb.ca](mailto:investor.relations@sjrb.ca)  
403-750-4500