



**JOIN THE JOURNEY TO END HUNGER WITH ONEXONE'S MILLION MEALS
MOVEMENT
#OXOMillionMeals**

(FOR IMMEDIATE RELEASE – MARCH 2014) – ONEXONE was founded under the philosophy that every single life is precious and that as individuals we can make a profound difference in the life of another human being, one by one. United to improve the lives of children in North America and around the world, ONEXONE is calling upon humanitarians to join the plight to end hunger in North America at the Inaugural Million Meals Movement on Friday, May 23, 2014.

Designed to set a new benchmark in the fight against hunger, the Million Meals Movement represents a coming together of local volunteers, youth, corporate partners and like-minded individuals committed to affecting change. With this year's proceeds benefitting the ONEXONE and Simple Plan Foundations, the movement will kick start the community-based initiative and journey of eventually packing one million meals for children in need across North America. Sodexo, world leader in quality of life services, who serve 1 million customers daily, has joined the movement by providing meals that will be packed and distributed in Toronto and Montreal.

After packaging meals at INK Entertainment venue Kool Haus, the day will cap off with a star-studded concert produced by Live Nation including multi-platinum band, Simple Plan, reggae-pop band MAGIC!, and "Alone Again" breakout star, Alyssa Reid. Rapper and humanitarian Kardinal Offishall will also take the stage as ONEXONE's musical ambassador, a unique role committed to helping the cause. Complete with a red carpet and all-star Canadian talent, the Million Meals Movement hopes to not only alleviate hunger across North America, but also spread lesser-known facts: just \$1 can provide a child with a healthy breakfast, which positively impacts learning, creativity, test grades, and even attendance.

"It's time we bring the discussion of food insecurity in Canada to the forefront," says Joey Adler, Founder and Chair of ONEXONE. "The idea of not having a meal to eat is a very serious reality for many Canadian families. There is no reason why hunger should exist, and ONEXONE is inviting everyone to take a stand and help make a difference by joining the movement to end hunger."

In addition to initiatives operating around the world, ONEXONE has provided over 500,000 nutritious meals to over 4,000 Canadian children in need through their School Breakfast Program. Spearheaded by entrepreneur and modern advocate, Joey Adler, and supported by Pepsi, Sodexo and De Beers, ONEXONE hopes to start a large-scale movement against hunger in North America. Be part of the solution at the Sony Centre on Friday, May 23, 2014 and join ONEXONE in the fight against hunger! For more information on the Million Meals Movement, visit: www.millionmeals.ca designed by Pulp & Fiber company, Community. Tickets start at \$49.50 and are available on Friday, March 28 at 10:00am at: www.ticketmaster.ca.

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ABOUT

ONEXONE

ONEXONE was founded under the philosophy that every single life is precious and that as individuals we can make a profound difference in the life of another human being, one by one. ONEXONE's vision is to improve the lives of children in Canada, the USA, Haiti and around the world with programs dedicated to 5 fundamental pillars: hunger, health, education, water and recreation. ONEXONE's domestic agenda concentrates on feeding at-risk children. Hunger is an increasing epidemic amongst children, inspiring a domino effect that threatens young generation's physical health, mental health, behaviour, and education. ONEXONE is committed to increasing nutrition, food literacy, and scholastic success in First Nations and Inner city communities in North America. ONEXONE is generously supported by partners including Rogers Communications, Diesel Canada, PepsiCo Canada, Tribal Councils Investment Group, TD Bank Group, Salida Capital Foundation, Mantella Corporation, Sunwing Travel Group, Arctic Beverages, Claudia Alan, The Bay, REDKEN and Canadian Tire.

Sodexo

Sodexo has been delivering On-Site Services in Canada for over 40 years. Recognized as a strategic partner, Sodexo Canada has consolidated its position by providing a range of Quality of Life Services for clients, their employees and visitors in the corporate, education, healthcare and remote sites segments. Delivering food and facilities management services for over 200 clients, Sodexo is a market leader in Canada in terms of revenue and consumers served, and has been recognized as a top employer for the past four consecutive years. Sodexo Canada is proud to have created the Sodexo Foundation, an independent charitable organization that has donated more than 1 million meals to at risk youth in Canada since it was founded in 2000.

Simple Plan

With the recent release of their fourth studio album, *Get Your Heart On!*, Simple Plan continues to gain worldwide recognition. The multi-platinum, Montreal-based band boasts worldwide sales topping 8 million and *Get Your Heart On!* has already reached Platinum status in Canada and spawned international hits with *Jetlag* and *Summer Paradise*. A testament to their outstanding popularity, viewers of the MuchMusic Video Awards have voted the band *Favourite Canadian Band* an unprecedented five times. Accolades also include a 2005 Teen Choice Award, 2006 JUNO Fan Choice Award, 2012 Allan Waters Humanitarian Award, and 2012 Yahoo! Canadian Impact Award and the 2013 Allan Slaight Humanitarian Spirit Award. Through the Simple Plan Foundation, the JUNO Award-winning band has donated more than \$1M to youth-focused charities since December 2005, helping both young people in need and children facing life-threatening illness in Canada and abroad.

Kardinal Offishall

Born and raised in Scarborough, Ontario, Kardinal Offishall is one of Canada's best rappers and hip-hop producers. The recipient of countless awards including the Juno Award for Single of the Year ("Dangerous"), Kardinal is a household name among hip hop fans across the globe. The Canadian-bred rapper / producer is also a humanitarian, hosting a unique Christmas Event each year that benefits a charitable cause.

MAGIC!

It's as if there was a divine plan or universal synergy fusing the right elements together at the right time for the right situation. That's the feeling Grammy Award-winning songwriter and producer Nasri experienced the first time MAGIC! jammed. During a writing session in 2012, he heard collaborator and guitarist Mark Pelli strum a reggae-tinged riff, and something

clicked. Soon after that initial jam, drummer Alex Tanas and bassist Ben Spivak joined the fold as the quartet entered a Los Angeles studio to record its full-length 2013 debut. There weren't any boundaries or rules. It was all about following that collective muse. The first single "Rude" coasts from a Jamaican guitar twang and danceable beat into a downright irresistible refrain. At the same time, the singer's cheeky storytelling pops out vividly. Elsewhere, "No Evil" builds up into an anthemic chant, while "Let Your Hair Down" is meant to get bodies grooving. As one half of the in-demand writing and production duo The Messengers, Nasri has penned music for everybody from Justin Bieber, Pitbull to Chris Brown and Christina Aguilera. He garnered a Grammy Award in the category of "Best R&B Album" for Chris Brown's F.A.M.E. in 2012. However, he's formally embarked on a new phase in his already illustrious career.

Alyssa Reid

In the fall of 2009, in a somewhat ironic twist of fate, Alyssa Reid was discovered by her record label through a Youtube performance that she posted on her own interpretation of the Justin Bieber hit, "One Less Lonely Girl", written from a girls perspective and re-titled "One More Lonely Boy". The reworked song attracted over 200,000 Youtube hits and resulted in her signing with Wax Records. Her breakthrough pop debut, 2011's *The Game*, yielded the million-selling global single "Alone Again", and the gold-certified title-track featuring Snoop Dogg. Her sophomore album, "Time Bomb" featuring tracks "Satisfaction Guaranteed" and "Hurricane" was released in February 2014, to widespread praise.

Live Nation

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms.