



### **A Food Drive, typhoon and flood relief efforts and a number of other fundraising campaigns made 2013 a big year for community giving at Maxxam**

**Mississauga, ON. January 10, 2014** – A record-breaking annual Food Drive, dedicated typhoon and flood relief efforts, a United Way fundraising campaign as well as NHL play-off fundraising for children’s charities were just some of the highlights of community giving at Maxxam in 2013. As our annual Food Drive came to a close in December with over \$83,000 raised, the total amount raised for charities across Canada reached \$190,000. In addition, our employees dedicated over 3,400 hours to volunteer for causes they care about as part of the company’s Day of Caring Program.

“As a company, Maxxam takes great pride in encouraging and supporting our employees’ energy and enthusiasm to raise money and donate their time for those in need”, says CEO Jon Hantho. “We’re deeply entrenched in our local communities across the country, and take our commitment to helping fellow Canadians very seriously.”

Now in its 12<sup>th</sup> year, Maxxam’s Food Drive continued to be our biggest annual fundraising campaign, raising money and collecting donations for food banks across Canada. 2013 was a record year, with Maxxam employees raising a total of \$41,800, which was matched dollar for dollar by Maxxam.

In November, the Philippine islands faced daunting relief efforts in the aftermath of typhoon Haiyan. In addition to an initial corporate donation of \$10,000, Maxxam also committed to matching individual employee donations up to an additional \$10,000. In an incredible display of compassion and generosity, Maxxam employees raised \$14,300, bringing our total donation for victims of typhoon Haiyan to \$34,000.

In June, communities in Southern Alberta were hit by devastating floods. In addition to raising \$16,000 through corporate donations and employee fundraising, our Edmonton and Calgary staff organized our largest Day of Caring to date: over 100 Maxxam employees and senior managers helped clean up damaged homes, sorted donations, and worked in community kitchens.

Earlier in the year, NHL hockey play-offs were in full swing and with four Canadian teams in the running for the Stanley Cup, Maxxam employees challenged one another to raise money for the children’s charities supported by their teams. Maxxam donated an initial \$10,000 to those charities and committed to matching employee donations, bringing the total amount raised to over \$23,000.



Other fundraising efforts included a very successful United Way campaign, which raised over \$15,000 in employee and corporate donations. We wrapped up the year by once again sending a virtual Holiday greeting to Maxxam customers and partners, which included a donation component that allowed recipients to pick one of three charities to which Maxxam will donate \$1 per click.

#### **About Maxxam**

Maxxam Analytics has been committed to contributing to our customers' success through the application of our knowledge and expertise for over 40 years. Today, Maxxam is the market leader in analytical services and solutions to the energy, environmental, food and DNA industries. In 2012, our 2400 employees combined efficiency and customer service with rigorous science and quality management to process over 2.3 million samples and generate 41 million results. Our commitment to success with responsibility was rewarded with a Canada's 10 Most Admired Corporate Cultures™ award and a Toronto Star Award for Excellence in Workplace Integration.

#### **Media inquiries**

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