



For Immediate Release  
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## Joey's Fat Fish makes splash for Alzheimer's

*Famous yellow fish is focal point of national fundraiser for Alzheimer Society of Canada.*

Calgary, Alberta - Joey's famous yellow Fat Fish will be making a splash across Canada in September at participating Joey's restaurants as part of a national fundraiser for the Alzheimer Society of Canada.

Throughout September, any Joey's customer making a \$1 contribution to the Alzheimer Society will receive a \$1-off coupon for any menu entrée on their next visit to Joey's. Customers also receive a yellow paper Fat Fish on which they can sign their name to show their support in the battle against Alzheimer's disease. Each signed paper Fat Fish is displayed on the walls of Joey's restaurants.

On September 21 (World Alzheimer Day), participating Joey's restaurants will also be hosting a Coffee Break™ for Alzheimer's disease, with 100 percent of the day's coffee sales being donated to the local Alzheimer Society chapters.

"This month-long campaign is one of our biggest fundraisers for the Alzheimer Society and Joey's is committed both locally and nationally in the communities in which we operate," says Kathy Flynn, VP Marketing. "We hope there will be a sea of yellow Fat Fishes in all of our restaurants by the end of September."

Joey's Only Seafood Restaurants has committed to assist the Alzheimer Society of Canada and its local Alzheimer Society chapters to dispel the myths surrounding Alzheimer's disease through Joey's financial, moral, and personal support. Since 1999, Joey's has raised more than \$650,000 for Alzheimer societies across Canada.

### **About Joey's**

Calgary-based Joey's Only is a pioneer and leader in the fast casual seafood restaurant category in Canada. Its signature "Joey's Famous Fish and Chips" has gained the company a North American reputation for preparing generous portions of high quality seafood at affordable prices. Each Joey's Only franchise embodies the vision of its founder Joe Klassen - to eat great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's Only serves more than 6.5 million guests system wide through its 115 restaurants in Canada and the United States. [www.joeyonly.ca](http://www.joeyonly.ca)

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