



For Immediate Release  
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## **Joey's Free Fish Feast Fundraiser a Success for the Alzheimer Society of Calgary**

Calgary, AB — Joey's free fish feast fundraiser for the Alzheimer Society of Calgary this past weekend served up approximately 1,000 meals of Joey's famous fish and chips for Calgarians and raised \$1,000 for the Alzheimer Society of Calgary. Patrons of the fundraiser also opened their pockets and donated approximately \$2500 in other donations to the Society.

"Joey's fish and chips were a huge hit with Calgarians, who kept our Crowfoot restaurant team extremely busy on Sunday," says Andy Taylor, Joey's Senior VP. "Hopefully, we also helped raise consumer awareness of Alzheimer's disease and the strong link between mental health and eating fish. Guests were also pleased to learn that our fish and chips are made with Wild Alaskan Pollock and are both trans fat free and low in saturated fats."

"We are committed to offering Joey's customers new and healthier food choices," adds Taylor. "We removed trans fat from our cooking oils at all of our 90 plus restaurants in Canada two years ago. Today, we continue to be proactive in offering Canadians additional healthier food choices at affordable prices."

Barbara Ferguson, Executive Director of the Alzheimer Society of Calgary, expressed her gratitude, "We want to thank Joey's for their continued support and their community-minded spirit. The funds raised from this event support programs and services for thousands of individuals and families living with dementia in this region."

### **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 franchise embodies the vision of its founder Joe Klassen - to eat great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's serves more than 6.5 million guests system wide through its 106 restaurants in Canada and the United States. Joey's has been cooking in trans fat free oil at all of its Canadian restaurants since 2005.

[www.joey's.ca](http://www.joey's.ca) <http://www.alzheimercalgary.com>

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### **Editor's Note: Photos of the event are available upon request.**

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