

belairdirect announces \$1.5 million donation to Breakfast Club of Canada

Partnership involves a \$1.5-million contribution over three years to support Canadian school breakfast programs

belairdirect is proud to announce a new partnership with Breakfast Club of Canada and a donation of \$1.5 million over the next three years. With this contribution, Breakfast Club of Canada will open new breakfast programs in three Canadian schools in areas of greatest need. In addition, this contribution will help support existing programs across all of Canada supporting Breakfast Club of Canada's mission. **belairdirect** will also assist the Club with an applied research initiative on food insecurity in children caused by child poverty, in order to raise awareness and educate Canadians on this issue that affects far too many of Canada's youth.

Confronted with the surprising statistic that one in five Canadian children lives in poverty, **belairdirect** is acting decisively in an effort to help Breakfast Club of Canada close the gap that far too many families are slipping through. With 60 per cent of learning happening in the morning, students who arrive at school hungry are at a disadvantage. On average, students who miss breakfast lose about 132 minutes of learning time each day, which over the course of a school year equates to four months.

"**belairdirect**'s dedication to reducing the number of children going to school hungry and commitment to student success, shows again that a reputable national company such as **belairdirect** can help reverse the tide. We are very excited to have this new, like-minded partner to ensure more children have access to a healthy breakfast before class. We thank **belairdirect** for their investment in the lives of children and youth across the country" said Daniel Germain, Founding President, Breakfast Club of Canada.

"The well-being of children is essential to the development of our society. The fact that nearly 1.2 million children do not receive adequate food and oftentimes go without food altogether is disheartening," says Anne Fortin, Senior Vice President, Direct Distribution, **belairdirect**. "It is more than just breakfast. In partnership with Breakfast Club of Canada, we are looking to make a concrete difference in the lives of children by providing them with the fuel to succeed academically, as well as improve overall self-esteem."

Students attending breakfast programs have shown improvement in skills like independent work, initiative, conflict resolution, and class participation. Breakfast is brain food, and a balanced meal in the morning helps with behaviour and concentration as well as social skills. The impact Breakfast Club of Canada programs have on Canadian children goes beyond fulfilling the immediate need of a healthy meal, but rather helps build confidence and enables them to reach their full potential.

About the Breakfast Club of Canada

For 23 years, Breakfast Club of Canada has been committed to nurturing the potential of children by ensuring that as many as possible have access to a nutritious breakfast served in an environment that promotes their self-esteem before classes begin. Much more than a breakfast program, the Club's approach is based on commitment, self-esteem and capacity development. It partners with communities and regional organizations to establish an optimal formula adapted to local needs. Now active across Canada, the Breakfast Club helps feed more than 200,000 Canadian children in 1,600 schools across the country. For more information visit www.breakfastclubcanada.org

About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in North America to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada (TSX : IFC - www.intactfc.com). For more information, please visit <https://www.belairdirect.com> or follow **belairdirect** on [Facebook page](#), [Instagram page](#) and [Twitter](#).

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