



SMITTY'S CANADA INC.

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BULLETIN 76/21

DATE: May 12, 2021
TO: All Franchisees and Corporate Managers
FROM: Cheryl Palamar
RE: **Smitty's Cares Launch Update**

As a part of our ongoing efforts to be mindful of this third wave in the pandemic, we have made the difficult decision to pause the launch of the new Smitty's Cares Charitable initiatives program that we introduced in our quarterly update meeting in April. This decision reflects the feedback that we have had from teams across the country that they want to be able to focus on delivery efforts, core training, and building guest confidence during this period, and in the recovery.

In the meantime, we will continue to test out best practices and strategies to launch this initiative with gusto in 2022.

If you have any questions, please do not hesitate to reach out to me directly.

Yours truly,
SMITTY'S CANADA INC.

Cheryl Palamar

Cheryl Palamar

Director of Marketing