

## Creating Priceless Surprises for Those in Need



This holiday season, the Canadian team delivered a truckload of Priceless Surprises to help bring cheer to families in need throughout the Calgary area. Six lucky charities were surprised with more than 22,000 toys, all gathered on behalf of PC Financial cardholders.

During a weekend in November, shoppers who used their PC Financial MasterCard card to make a purchase at select grocery stores where President's Choice products are sold, received a surprise message that toys were being donated to a charity on their behalf. Our Priceless Surprises partnered with PC Financial to make holiday wishes come true at some of Calgary's most essential charity services.

With the help of an 18-wheel transport truck decked with holiday lights, employees made the surprise deliveries over five days. The unsuspecting charities all said the donation was the single largest they had ever received, with many charity employees noting the increased demand of families and people relying on charitable services this year.

The video of the deliveries debuted on TV and online on December 15 and officially launched Canada's holiday-themed Priceless Surprises campaign to encourage card preference. You can view the video on YouTube: <https://www.youtube.com/watch?v=WTSyypgWFic>

Our participating employees were understandably excited about the opportunity to give back to the community, but they may not have anticipated how moving the experience would be. In some of their words:

"It was incredible to see the surprised faces of the charity workers we encountered. Most couldn't even believe this was happening and we had to keep telling them that it was all real! Many of them cried happy tears – and of course then I did too." Angela Espinoza, senior business assistant.

"I was amazed at how much the city of Calgary wanted to take part and celebrate what was happening. From police officers to people on the street, we kept hearing about how proud they were to have us in their city to support their communities in need." Brennan Gallagher, senior account manager, Acquirer Relations.

And the recipients were blown away by the truckload of toys. "You don't realize how much it's appreciated until you walk in, and you see not only the kids' faces light up, but when you see the parents at the house recognize that what they couldn't give their kids is now arriving," says Rick Hanson, Chief, Calgary Police Service. "On behalf of all of us here at Calgary Police service, all 2,700 members, we just want to say thank you for helping us make Christmas a lot better for a lot of kids and a lot of families in the city."

"In 16 years, I've never seen such a large donation. What a truly priceless moment," says Shirley Sangster, Volunteer, Magic of Christmas.

Employees are encouraged to share the video on their social media channels!

- Facebook/LinkedIn: The only thing better than receiving a Priceless Surprise is giving one. So proud of the latest #PricelessSurprises experience from MasterCard for the holidays. Check it out: <http://mstr.cd/16eVwNI>
- Twitter: So proud of @MasterCardCA's latest #PricelessSurprises for the holidays. Check out how we surprised charities in Calgary: <http://mstr.cd/16eVwNI>