

CACTUS CLUB CAFE



DOMENICA
FIORE

For Immediate Release

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Cactus Club Cafe and Domenica Fiore Partner to Support The Boys Club Network

Vancouver, BC – Cactus Restaurants Ltd. and Domenica Fiore Olive Oils are excited to partner together helping to raise funds to support The Boys Club Network.

For a limited time, at all Cactus Club Cafe locations in B.C. and Alberta, guests are invited to support the Boys Club Network with the purchase of a 500ml limited edition Chef Rob Feenie signed bottle of the Domenica Fiore Reserva Extra Virgin Olive Oil. The bottles are available for \$40 with proceeds helping to support the young men at-risk within our community. The Boys Club Network is a local Vancouver organization that tackles one of contemporary Canada's most misunderstood social issues, that of mentor-less and misguided young men.

"We are committed to helping support The Boys Club Network in the work that they do with providing support, guidance and mentorship to Vancouver's at-risk young men," says Richard Jaffray, president and founder, Cactus Restaurants Ltd. "Personally, as a believer in continuous improvement and learning, helping the youth in our community realize their potential is something I am extremely proud to be a part of."

Domenica Fiore Extra Virgin Olive Oils have been acknowledged for producing the "Best Olive Oils in the World" by the prestigious 2014 New York International Olive Oil Competition. "Partnering with Cactus Club Cafe on this fundraiser was a natural for us since they are already highlighting our olive oil in their Butternut Squash Ravioli and Beef Carpaccio dishes," says Frank Giustra, president and CEO of Fiore Financial Corporation.

"We are very grateful for the support of strong business leaders like Richard Jaffray and Frank Giustra and their organizations, for creatively leveraging their award-winning brands to help raise funds and awareness for the Network," says Boys Club Network president Walter Mustapich. "As active BCN mentors, they lead by example, providing guidance and positive role-modeling to our boys and inspire them to dream big and believe that they can be whatever they want to be." The Network is asking local businesses to consider joint-gifting Cactus Club gift certificates and Chef Feenie-signed Domenica Fiore Reserva, this holiday season. "An exclusive, innovative and truly delicious gift that keeps on giving."

For more information about The Boys Club Network, please visit www.boysclubnetwork.com/. For a list of all Cactus Club Cafe locations, please visit www.cactusclubcafe.com and for more information on Domenica Fiore Olive Oil please visit, www.domenicafiore.com.

About the Westcoast Boys Club Network Foundation.

The Westcoast Boys Club Network Foundation (BCN) tackles one of contemporary Canada's most misunderstood and underfunded social issues. High-potential Canadian boys and young adults who, through mere circumstance and lack of positive role models, are losing their innocence, happiness and basic human potential to hopelessness, drugs, even crime and the streets. The BCN formula is based on the foundational principles of mentorship, connectedness, trust and accountability through a proven curriculum of H.O.P.E. - **H**ope, **O**pportunity, **P**ositive mentorship and **E**ducation. We help boys find their way, find themselves, and finish school; channel destructive behaviours, frustration and anger, into positive behaviours, responsibility, compassion and empathy; recognize, respect and reach their human potential. Visit www.boysclubnetwork.com

About Domenica Fiore.

Domenica Fiore Extra Virgin Olive Oils are produced from 100 % Italian olives organically grown, milled and blended on a single estate overlooking the medieval village of Orvieto, Umbria. The olives are carefully harvested depending on the varietal and ripeness of the fruit and crushed within one day to produce exceptional extra virgin olive oils. Packed in an 18/10 stainless steel bottle topped with a nitrogen seal, each bottle of Domenica Fiore is hand signed, numbered, and dated. The Olio Reserva is certified organic and DOP registered. Domenica Fiore Extra Virgin Olive Oil, has once again been recognized for producing the "Best Olive Oils in the World" by the prestigious 2014 New York International Olive Oil Competition. Among the largest olive oil contests held with over 650 international entries, Domenica Fiore's Olio Monaco won the outstanding achievement of Best in Class and the Olio Reserva a Gold Medal. More on our awards visit:

<http://www.domenicafiore.com/awards-press/>

About Cactus Restaurants Ltd.

Cactus Restaurants Ltd. is a leader in casual fine dining in Western Canada and is committed to delivering a unique experience through its fusion of world class design, unparalleled food quality and a personalized approach to service. Led by Executive Chef Rob Feenie, Canada's first Iron Chef America Champion, Cactus Club Cafe focuses on fresh, local, and sustainable ingredients and is both Ocean Wise and Green Table certified. Proudly Canadian owned and operated, to date there are 26 Cactus Club Cafe locations spanning Western Canada.

Website: www.cactusclubcafe.com

Twitter:  [@cactusclubcafe](https://twitter.com/cactusclubcafe)

Facebook:  [Cactus Club Cafe](https://www.facebook.com/CactusClubCafe)

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