



SECOND HARVEST AND FAYE CLACK COMMUNICATIONS TEAM UP TO HELP FIGHT HUNGER

Mississauga, ON, March 26, 2010 – Faye Clack Communications Inc. (FCC) is proud to announce its new partnership with Second Harvest, a not-for-profit perishable food rescue program that delivers fresh food to social service agencies in the Greater Toronto Area (GTA). As part of this initiative, FCC will provide pro-bono public relations services to support the goals of Second Harvest throughout the coming year.

The opportunity to partner with Second Harvest builds on FCC's commitment to Canada's food industry. "Through our 37 years of experience promoting food from field to fork, we have had the pleasure of working within each link in the value chain - from farmers, processors, distributors and wholesalers to retailers, chefs and home cooks," says Virginia Zimm, President, Faye Clack Communications Inc. "This opportunity - to help ensure that excess fresh food is shared with those in need - is a natural extension of our efforts and completes the chain."

"As a communications agency that understands the food industry, we wholly stand behind the service that Second Harvest provides and are very pleased to contribute to the goals of such a worthwhile endeavour," says Zimm. "Especially, during these challenging economic times, we are confident that we can make a difference and help eradicate hunger with fresh food in the GTA."

Second Harvest has been providing fresh food to hungry people, for 25 years. "We're very pleased to be working with FCC, a company that is known for its extensive knowledge and experience in the food industry," says Stephen Faul, Executive Director, Second Harvest. "With our mutual goal to help those who are less fortunate, it is our hope that together, we can work towards our vision that no one need ever go hungry in the communities we serve."

About Faye Clack Communications Inc.

FCC is a marketing and public relations agency that specializes in strategic communications for the food industry and has more than 37 years of experience promoting food in Canada. From fresh and local to imported and value-add food products, FCC's dedicated team of 24 professionals (www.fayeclack.com) is comprised of former journalists, trade specialists, experienced marketers and communicators, public relations experts and trained chefs.



About Second Harvest

Second Harvest is a charitable organization that takes a common-sense approach to hunger. We pick up donated, perishable food, which would otherwise go to waste, and deliver that food to more than 200 social service agencies in the GTA. Last year, Second Harvest delivered almost 6 million pounds of food to feed those who are hungry in our city. Recognized for our efficiency and impact, independent research group Charity Intelligence named Second Harvest a CI Recommended Charity in 2009.

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