



## **GIVE A SHIITAKE. PEOPLE ARE HUNGRY.**

***On Thursday, February 25<sup>th</sup>, Lunch Money Day, thousands of Torontonians will take action to fight hunger and show that they 'give a fig'.***

Wednesday, February 24, 2010 – Toronto – For Immediate Release:

Tomorrow is Lunch Money Day, when thousands of people across the city, at work, at school and in transit, will take action, and 'give a buck', to help those who are hungry in the GTA. The Lunch Money Day campaign is Second Harvest's single largest fundraising event.

Second Harvest relies on these donations to operate a compassionate food rescue and delivery program where excess fresh food is distributed to the city's most vulnerable populations. This food rescue and delivery program makes it possible for nutritious leftover food from restaurants, grocery stores, and corporations to be donated to those in need instead of wasted.

Show that you 'give a ham' about hungry people and participate in Lunch Money Day by:

### **SHOPPING**

- At Sobey's, select stores and pick up a \$2 donation slip at the check out
- At Second Harvest's online auction at [www.secondharvest.ca](http://www.secondharvest.ca)

### **LUNCHING**

- With a gourmet \$5 pasta lunch at the Calphalon Culinary Center

### **LAUGHING**

- At The Second City - purchase a ticket using promo code "HARVEST" and The Second City will donate \$5 from the ticket price to Lunch Money Day
- With Todd Van Allen at McVeigh's "Comedy Above the Pub - 1st Anniversary Show" February 25th @ 9:30pm

### **DONATING**

- To one of Second Harvest's volunteers, wearing white chef hats, located in TTC stations and key points throughout the city
- To Second Harvest collection cans in over 100 Starbucks locations
- Online directly to Second Harvest at [www.lunchmoneyday.com](http://www.lunchmoneyday.com)

For the fourth consecutive year, Mackenzie Financial Charitable Foundation, a long-time supporter of Second Harvest, is leading the Lunch Money Day campaign. "Our employees recognize the importance of this tremendous partnership and are delighted to participate as active donors and volunteers," says Brad Offman, Vice-President, Strategic Philanthropy, Mackenzie Investments. "The Mackenzie Financial Charitable Foundation is thrilled to be an active supporter of Second Harvest's Lunch Money Day ... Lunch Money Day is an important part of our employee engagement efforts."

To show that you 'give a buck' or for more information on Second Harvest and Lunch Money Day visit us online at [www.lunchmoneyday.com](http://www.lunchmoneyday.com) or call 416-408-2594.

**ABOUT SECOND HARVEST:** Second Harvest is a non-profit 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 approximately 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.

**ABOUT MACKENZIE INVESTMENTS:** Mackenzie Investments was founded in 1967, and is a leading investment management firm providing investment advisory and related services. With \$54.7 billion in assets under management, Mackenzie Investments distributes its services through a diversified network of third-party financial advisors. Mackenzie Investments is a member of the IGM Financial Inc. (TSX: IGM) group of companies. IGM Financial is one of Canada's premier financial services companies with over \$101 billion in total assets under management.

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