



MEDIA ADVISORY: SECOND HARVEST, LOBLAWS AND LOBLAW GREAT FOOD FEED THOUSANDS OVER THE HOLIDAYS

7th annual Turkey Drive runs the first two weekends in December

December 4, 2009 – Toronto – For Immediate Release:

WHAT

Second Harvest's 7th annual Turkey Drive.

WHY

Thousands of children, women and men in our city are hungry and they need the help of the community. The past year of economic turbulence resulted in a dramatic increase in the need for food. More people have had to turn to food banks and meal programs, some for the first time in their lives.

Second Harvest's goal is to deliver 6,000 turkeys donated by Loblaws' shoppers to local families in need. As well, for every turkey donated, Loblaws and Loblaw Great Food will contribute \$5, up to a total of \$10,000. Second Harvest's overall goal is to raise \$60,000 in funds for this year's campaign.

WHO

Volunteers will be assisting Loblaws' shoppers with selecting turkeys for donation. Second Harvest will then deliver those turkeys to thousands of hungry people in the GTA so they can receive a proper holiday meal this season.

Stephen Faul, Executive Director of Second Harvest is available to discuss the current state of our food crisis and the impact this food-raiser will have on our city.

WHEN & WHERE

Second Harvest volunteers, some dressed in turkey costumes (photo op!), will be collecting donated turkeys and funds at the following Loblaws and Loblaw Great Food locations from 9am-6pm:

Saturday, December 5th and Sunday, December 6th

Dupont & Christie, 650 Dupont Street
Forest Hill Market, 396 St. Clair Avenue West

Humbercrest Market, 3671 Dundas Street West
Millwood & Laird, 11 Redway Road
Bayview Village, 2877 Bayview Avenue

Saturday, December 12th & Sunday, December 13th

Leslie & Lakeshore, 17 Leslie Street
Queens Quay Market, 10 Lower Jarvis Street
Victoria Park & Gerrard, 50 Musgrave Street
Yonge & Yonge, 3501 Yonge Street
Moore & Bayview, 301 Moore Avenue

About Loblaw Companies Limited

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 139,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique *President's Choice*[®], no name[®] and Joe Fresh Style[®] brands. In addition, the Company makes available to consumers *President's Choice Financial*[®] services and offers the PC[®] points loyalty program.

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 Recommended Charity in 2009.

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