



## **SHOPPERS - STUFF THE TRUCK**

*Sobeys Hosts Fresh Food Drive in Support of Second Harvest*

December 17, 2009 – Toronto – For Immediate Release:

Sobeys is inviting shoppers to help them ‘Stuff the Truck’ at select Sobeys Urban Fresh stores this weekend.

Friday, December 18<sup>th</sup> – Sunday, December 20<sup>th</sup> shop at one of the following locations, pick up a Fresh Food Drive voucher, bring it to the cashier and donate \$5 to provide fresh food to those in need, right here in Toronto.

- QUEEN’S QUAY & YORK 207 Queen’s Quay, Toronto
- FRONT & SHERBOURNE 197 Front St, Toronto
- ST. CLAIR & YONGE 81 St. Clair Ave East, Toronto
- LAIRD & WICKSTEED 147 Laird Dr, Toronto
- YONGE & BALIOL 22 Balliol St, Toronto
- BLOOR & BATHURST 503 Bloor St West, Toronto
- ROSEBURY SQ. PLAZA 145 Marlee Ave, Toronto
- MT. PLEASANT & EGLINTON 710 Mt. Pleasant Rd, Toronto
- SPADINA & FORT YORK 22 Fort York Blvd, Toronto
- YONGE STREET 530 Yonge Street, Unit 2C, Toronto
- HIGH PARK 199 Roncesvalles Ave, Toronto

Second Harvest will deliver the donated food to local social service agencies who will feed children in breakfast programs, women fleeing domestic abuse, seniors on fixed incomes, homeless people, working families and others who have fallen on hard times.

Sobeys will match shoppers contributions up to \$5,000.

Visit [secondharvest.ca](http://secondharvest.ca) for more information.

### **About Sobeys Inc.**

Sobeys Inc. is a leading national grocery retailer and food distributor headquartered in Stellarton, Nova Scotia. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises more than 1,300 stores in all 10 provinces under retail banners that include Sobeys, IGA, Foodland, Price Chopper and Thrifty Foods, as well as Lawtons Drug Stores. Sobeys Inc. is committed to providing the most worthwhile experience for its customers, employees, franchisees, suppliers and shareholders. For more information on sustainability initiatives at Sobeys please visit [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

**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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