



WILL SNOW BRING TURKEYS?

*Second Harvest Annual Turkey Drive at 33 per cent of goal
going into final weekend*

For Immediate Release:

Toronto, ON – December 11, 2009 – After the first weekend of Second Harvest's Turkey Drive, just 33 per cent of turkeys and approximately \$20,000 has been donated. Second Harvest recognizes that times are tough for many families in the Toronto area, but we also know that traditionally Torontonians are very generous during the holiday season. While the weather may not be cooperating, we hope Torontonians will start to feel the spirit of the season and once again come through, to help us reach our goal of 6,000 turkeys and \$60,000 to help feed those in need.

Second Harvest Executive Director, Stephen Faul is hopeful people in the city will step up to help their fellow neighbour. "Our annual turkey drive is always a significant event for us, but this year it's especially critical because there are so many more people relying on social service support after losing their jobs or seeing their work hours reduced. At the same time the need has increased, we've seen a decrease in meat donations and everyone knows how important protein is to a healthy diet."

Second Harvest is asking Torontonians to drop by the Turkey Drive this weekend and make a contribution in the form of funds or turkeys. For every turkey donated, Loblaws will contribute \$5, up to a total of \$10,000.

The donated frozen turkeys will be delivered in Second Harvest's refrigerated trucks to over 200 social service agencies across Toronto and will feed thousands of people in need this holiday season. Some of the agencies will provide communal holiday dinners; while others will give the turkeys to families who can't otherwise afford a holiday dinner.

Look for Second Harvest volunteers this weekend at the following Loblaws and Loblaw Great Food locations:

Saturday, December 12th & Sunday, December 13th from 9:00am-6:00pm

Leslie & Lakeshore - 17 Leslie Street
Moore & Bayview - 301 Moore Ave
Queens Quay Market - 10 Lower Jarvis Street
Victoria Park & Gerrard - 50 Musgrave Street
Yonge & Yonge - 3501 Yonge Street
Dupont & Christie - 650 Dupont Street

If you would like to support Second Harvest but can't make it to Loblaws or Loblaw Great Food, contribute to the delivery of turkeys by donating online at secondharvest.ca or calling 416-408-2594.

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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