



WHAT DO A SPORTING GOODS STORE, A DAYCARE AND AN INVESTMENT FIRM HAVE IN COMMON?

They are all raising money to feed the hungry in our city.

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Over 80 businesses in the GTA have committed to run Lunch Money Day campaigns to help Second Harvest feed the hungry in our city. On February 26th (Lunch Money Day) businesses small and large will be asking employees to pack their lunch for just one day and donate the money they would have spent to Second Harvest instead.

Second Harvest will then use that money to pick up fresh food that would otherwise have gone to waste and deliver that food to approximately 250 social service programs in the GTA.

Leading the campaign for the third year in a row is the Mackenzie Financial Charitable Foundation, a long-time supporter of Second Harvest. "Food is the most basic of human needs and Second Harvest is right there delivering food to those who are hungry. To be in a position to offer our time and financial support in the fight against hunger is incredibly rewarding," says Brad Offman, Vice President, Strategic Philanthropy, Mackenzie Investments. "The employees of Mackenzie Investments are thrilled to partner with Second Harvest again to continue supporting the communities in which we live and work."

Participating in this event is easy to do but makes a huge impact on those in our community who have fallen on hard times. Second Harvest needs more businesses to run Lunch Money Day campaigns. To get your company or department involved please visit lunchmoneyday.com or call 416-408-2594.

Second Harvest: Every day, Second Harvest picks up donated, high quality fresh food, which would otherwise have gone to waste, and delivers that food to approximately 250 social service programs across the GTA. Second Harvest currently provides enough food for over 15,000 meals a day to children in after-school programs, seniors on fixed incomes, women fleeing domestic abuse, psychiatric patients, homeless people, and many others who have fallen on hard times.

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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