



## **SECOND HARVEST NEEDS 5,000 TURKEYS**

*If turkeys could fly, they'd deliver themselves...  
but we need help to deliver turkeys to families in need*

December 1, 2008 – Toronto – For Immediate Release:

Holiday time is quickly approaching...the time of year when many of us are feeling generous and fortunate for what we have. With this in mind we are hoping that Loblaws customers will lend a hand by donating a frozen turkey during Second Harvest's 6<sup>th</sup> annual Turkey Drive. The goal is to collect 5,000 turkeys in just four days and with the help of hundreds of volunteers we hope to exceed this goal. 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 about 250 social service programs across Toronto that will feed thousands of people in need this holiday season. Some of the agencies will provide communal Christmas dinners; while others will give the turkeys to families who can't otherwise afford a Christmas dinner.

Amongst the hundreds of programs that will be receiving turkeys from the turkey drive is St. Felix Centre, a downtown community centre that serves those experiencing homelessness, mental illness, abuse and malnutrition. The St. Felix Centre's staff and volunteers will hand out the turkeys to families in need and will also prepare a hot holiday meal for those without a warm, safe place to go.

Second Harvest's Executive Director Zoë Cormack Jones was overjoyed with last year's results and is optimistic the goal of 5,000 will once again be exceeded this year. "I am hopeful that Torontonians will continue with their generosity so we can make sure everyone can have a wonderful holiday turkey dinner!"

"At the heart of our business, is our love for food, and we can't imagine families getting through this time of year without a traditional holiday dinner," says Inge van den Berg, Vice President, Public Affairs and Investor Relations, Loblaw Companies Limited. "We know that Torontonians will find it in their hearts to meet and even exceed this year's goal and we look forward to showing our support for this great program."

Second Harvest volunteers will be collecting turkeys at select Loblaws on the following dates:

**Saturday, December 6 and Sunday, December 7**  
Bayview Village – Bayview & Sheppard

Dupont & Christie  
Forest Hill Market - St. Clair West & Bathurst  
Humbercrest Market - Dundas West & Jane  
Millwood & Laird

**Saturday, December 13 & Sunday, December 14**

Leslie & Lakeshore  
Moore & Bayview  
Queens Quay Market - Lower Jarvis & Queens Quay  
Victoria Park & Gerrard  
Yonge & Yonge

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 G.T.A. 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.

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