



OPEN CALL: FINANCIAL FIRMS WHO WANT TO MAKE A DIFFERENCE IN THEIR COMMUNITY

Second Harvest opens the Toronto Stock Exchange and challenges the financial community to support those less fortunate

For Immediate Release:

Toronto, ON – February 5, 2010 – Joined by supporters Mackenzie Financial*, Scotiabank and TD Bank, Second Harvest will open the Toronto Stock Exchange on Monday, February 8th in support of Lunch Money Day. Second Harvest is challenging all financial firms to make the issue of hunger in our city a priority and join the Lunch Money Day campaign.

On Lunch Money Day, February 25th, companies from across the city will take part in the single largest fundraiser for Second Harvest. Money raised from this grassroots campaign keeps Second Harvest trucks on the road every day picking up donated, fresh food, that would otherwise go to waste, and delivering that food to over 200 social service agencies in the GTA. Last year Second Harvest prevented almost six million pounds of food from going to landfill which also prevented over one million pounds of greenhouse gases from entering our atmosphere.

Running a Lunch Money Day campaign can be as simple as selling raffle tickets, having a dress down day or a bake sale. It's easy to do, engages staff, and most importantly raises money to feed hungry Torontonians.

Financial firms participating in Lunch Money Day include:

- BMO
- CIBC
- Deutsche Bank
- Dundee Wealth
- Franklin Templeton
- Mackenzie Financial*
- Macquarie Private Wealth
- RBC
- Safebridge
- Scotiabank
- TD Bank
- TorQuest Partners

“Second Harvest is thrilled to have financial companies like Mackenzie supporting Lunch Money Day and literally raising enough money to feed thousands of hungry people right

here in Toronto,” said Stephen Faul, Executive Director of Second Harvest. “But for us to respond to the increased demand for food we need the help of every financial institution in the city.”

Lunch Money Day is February 25th. Second Harvest is calling on financial firms, big and small, to join the campaign. If your company is interested in learning more or getting involved please visit www.lunchmoneyday.com or call Second Harvest at 416-408-2594.

*Mackenzie Financial Charitable Foundation is the Lead Benefactor of Lunch Money Day for the fourth year in a row.

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 CI Recommended Charity in 2009.

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