



## **Lettuce Give. People are Hungry.**

*Tomorrow is Lunch Money Day and thousands of Torontonians will help fight hunger in our city.*

### **For Immediate Release:**

**February 16, 2011 - Toronto** Thursday, February 17<sup>th</sup> is Second Harvest's 13<sup>th</sup> annual **Lunch Money Day**. This city-wide event encourages Torontonians to donate the equivalent of what they would usually spend on lunch to help feed Toronto's hungry. Every \$10 donation enables Second Harvest to provide enough fresh food for 20 nutritious meals for those in need.

On February 17<sup>th</sup>, Second Harvest is calling on Torontonians to get involved in one of the many exciting Lunch Money Day activities that will be taking place throughout the city, including:

**Community Lunch Party 'Feeding it Forward'** - Grab your colleagues and friends and join Second Harvest for lunch at **Yonge-Dundas Square** from 11:00 a.m. – 2:00 p.m. **'Feeding it Forward'** will be hosted by *Food Network's* Bob Blumer. Patrons can choose from delicious lunch options made by chefs from the Escoffier Society, Janes Family Foods and Sodexo. A portion of the food will be kindly donated by Metro. Price of food ranges from \$1-\$3.

**Dine-in** - Visit the **Calphalon Culinary Centre** at 425 King Street West between 12:00 – 2:00 p.m. to enjoy a delicious \$5 lunch. All funds will go to Second Harvest.

**Spot the giant lunch bag** - Watch The Record Collection, at Yonge-Dundas Square, set a world record for the longest time a person has spent in a giant paper lunch bag.

**Donate** - Throughout the day, volunteers will be collecting donations in TTC subway stations across the city.

**Host your own Lunch Money Day campaign** - It's not too late to sign up! Participants can run a Lunch Money Day campaign of their own design either in the office or school on any day of the year that they choose. Visit [lunchmoneyday.com](http://lunchmoneyday.com) or call Alex Tindale at 416.408.2594 for creative fundraising ideas and to register your team.

### **About Second Harvest**

Second Harvest is a charitable organization that takes a common-sense approach to hunger. For the past 25 years, we have been picking up donated, perishable food, which would otherwise go to waste, and delivering it to more than 200 social service agencies in Toronto. Independent research group, Charity Intelligence Canada, has endorsed Second Harvest for its efficiency, conscientious administration, and high return to the community for every dollar donated. In addition, *MoneySense* magazine recently awarded an "A" grade to Second Harvest, naming it one of the most responsible charitable groups in Canada.

### **About Bob Blumer**

Bob Blumer is the creator and host of Food Network's *The Surreal Gourmet* and *Glutton for Punishment*—both of which air in more than 30 territories around the globe. Combined, he has spent nine seasons as a creative and competitive force on Food Network. When he is not criss-crossing North America in his Toastermobile, the transplanted Canadian lives under the D of the

Hollywood sign. Bob's love of cooking and sense of adventure have combined to create a career path that is truly his own. Bob serves as Ambassador to Second Harvest spreading the word about food rescue and hunger relief.

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**For more information or to schedule an interview with Bob Blumer or a campaign spokesperson, please contact:**

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