



Peas Give. People are Hungry.

Join thousands of Torontonians for Second Harvest's Lunch Money Day

For Immediate Release:

January 24, 2011 - Toronto – Second Harvest has officially launched their 13th annual Lunch Money Day campaign. Taking place on Thursday, February 17th, Lunch Money Day encourages Torontonians to donate the equivalent of what they would usually spend on lunch to Second Harvest. Every \$5 donation enables Second Harvest to provide enough fresh food for 10 nutritious meals to feed the city's hungry.

To meet their \$330,000 target, Second Harvest is looking for companies, schools and individuals to sign up and get involved by running their own Lunch Money Day campaign. Campaigns are fun, easy and can take place in the office, school or home.

Here are some fun ways to raise money and help feed those in need:

- Hold a bake sale
- Host a dress down day and have participants make a donation for the opportunity to wear casual clothes
- Host a sponsored lunch, i.e. pizza party, potluck, and have participants make a donation to partake in the meal
- Sell Lunch Money Day raffle tickets
- Host a Wii Tournament with a set entrance fee

All participants are encouraged to create their own Lunch Money Day fundraising page at lunchmoneyday.com so employees and students can watch their donations grow.

Take action and fight hunger in Toronto. Sign up your company or school today at lunchmoneyday.com or call Alex Tindale at 416.408.2594.

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.

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

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