



Media Advisory

Second Harvest, and Loblaw Companies Launch 8th Annual Turkey Drive in Greater Toronto Area

TORONTO, December 1, 2010 – Second Harvest and Loblaw Companies Limited (Loblaw) are calling on shoppers to donate a turkey to Second Harvest to help feed thousands of hungry Torontonians during the holiday season.

What: Second Harvest's 8th Annual Turkey Drive.

Second Harvest's goal is to deliver 8,000 turkeys to Toronto's hungry this holiday season and raise \$100,000 in funds for the organization. The turkeys donated by Loblaw shoppers will be distributed to Second Harvest's recipient agencies.

For every turkey donated, Loblaw will contribute \$5, up to a total of \$10,000, to Second Harvest.

When: The first three weekends in December 2010.

**December 4th & December 5th
December 11th & December 12th
December 18th & December 19th**

Second Harvest volunteers will be in stores between 9:00 a.m. – 6:00 p.m. Volunteers are still needed. Those interested are asked to contact Second Harvest at 416.408.2594 or email Nicole Light, Volunteer Coordinator at nicolel@secondharvest.ca.

Where: Six different Loblaws® and Real Canadian Superstore® locations across Toronto each weekend. Please visit www.secondharvest.ca for details.

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

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