



## The Gift of Turkey

Second Harvest is more than halfway to meeting goal of 8,000 turkey donations

### For Immediate Release:

**Toronto, ON – December 16, 2010** – Heading into the final week of the 8<sup>th</sup> annual Second Harvest Turkey Drive at participating Loblaws® and Real Canadian Superstore® locations in the Greater Toronto Area, 4,384 turkeys have been donated to the drive, which asks shoppers to donate a turkey to help feed Toronto's hungry. Second Harvest is elated with the generosity of the community and is excited to be close to achieving its total goal of collecting 8,000 turkeys. In addition, Second Harvest hopes the holiday spirit will inspire donations so that the Turkey Drive financial goal of raising \$100,000 to deliver food throughout December and into the New Year can be realized.

"Our annual Turkey Drive is a very important event for us, but this year it is critical because there are more people than ever before relying on food banks and meal programs," said Second Harvest Executive Director, Stephen Faul. "The overall need for food has increased in Toronto and at the same time the demand for protein has gone up. The contribution of the turkeys during the holiday season is extremely important to the agencies we serve."

Select Loblaws® and Real Canadian Superstore® locations are contributing \$10,000 in funds to Second Harvest for the delivery of the turkeys. The donated frozen turkeys will be delivered in refrigerated trucks to social service agencies across Toronto by December 25th. Agencies will distribute or prepare the turkeys for families and individuals who otherwise can't afford a holiday dinner. These turkeys will feed thousands of people in need this holiday season.

For specific Loblaws® and Real Canadian Superstore® locations, where you can purchase a turkey or donate funds to the Turkey Drive, please visit [secondharvest.ca](http://secondharvest.ca) for details.

### About Loblaw Companies Limited

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 138,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique *President's Choice*®, *no name*® and *Joe Fresh Style*® brands. In addition, the Company makes available to consumers *President's Choice Financial*® services and offers the *PC*® points loyalty program.

### 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.

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

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