



## The Spirit of Turkey

*Loblaws® and Real Canadian Superstore® shoppers collect over 9,200 turkeys for Second Harvest, feeding those in need this holiday season*

### **For Immediate Release:**

**Toronto, ON – December 22** – Toronto really showed its turkey spirit this holiday season. Second Harvest's 8<sup>th</sup> annual Turkey Drive at participating Loblaws and Real Canadian Superstore locations was a huge success! Over the first three weekends in December, shoppers donated more than 9,200 turkeys. This is a record number of turkeys for Second Harvest and truly demonstrates the generosity of Torontonians.

"No one should go hungry over the holiday season. Torontonians stepped up and showed how much they care and were extremely giving this year. These turkeys will allow for many people to have a happy, healthy holiday meal," said Melissa Dedic, Foodraiser at Second Harvest.

Businesses and communities came together in the 'spirit of turkey' to volunteer their time and Loblaws and Real Canadian Superstore shoppers gave generously to the campaign. Torontonians helped feed their neighbours during a time of year when many have no food.

Most of the donated frozen turkeys will be delivered in refrigerated trucks to social service agencies across Toronto by December 25<sup>th</sup>. 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.

Second Harvest still needs financial donations to help with the delivery of fresh food in December and into the New Year. To-date Second Harvest has received \$60,000 in financial donations, falling short of the \$100,000 goal. To make a donation to the Second Harvest's Turkey Drive, please visit [secondharvest.ca](http://secondharvest.ca) or call 416.408.2594.

### **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*<sup>®</sup>, *no name*<sup>®</sup> and *Joe Fresh Style*<sup>®</sup> brands. In addition, the Company makes available to consumers *President's Choice Financial*<sup>®</sup> services and offers the *PC*<sup>®</sup> 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.

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