



Second Harvest Makes Urgent Appeal for Turkeys Slow Start to Second Harvest's Turkey Drive

FOR IMMEDIATE RELEASE:

TORONTO, ON - December 15, 2011 - With one weekend remaining of their 9th annual Turkey Drive, Second Harvest is projecting to be at least 1,200 turkeys short of its goal of collecting 9,000 turkeys this holiday season. Second Harvest is appealing to the GTA community to visit participating Loblaw banner stores this Saturday and Sunday for the final chance to donate a turkey. Alternatively, supporters can visit secondharvest.ca to make a donation which will be used to purchase turkeys to ensure the target is reached. Once the goal is reached, excess funds will be used to cover the cost of delivering the turkeys.

"Our recipient community agencies are counting on our delivery of turkeys to guarantee that those they serve have a healthy holiday meal. In order to achieve our goal we need the support of the GTA community," says Melissa Dedic, Interim Director of Operations at Second Harvest.

Donated turkeys are delivered by Second Harvest and distributed to recipient community agencies to feed thousands of people in need this holiday season. Turkeys are given to families to take home or are prepared at communal meal programs for those who would otherwise go without. There are many hungry people in the GTA who simply won't enjoy a proper holiday meal without these turkeys.

Those wanting to help can visit the following Loblaw banner stores on Saturday and Sunday between 9am – 6pm: Victoria Park, Yonge Street & Yonge Boulevard, Leslie & Lakeshore, Bloor & Dundas West, Queens Quay, Humbercrest, and Dupont & Christie. Or visit secondharvest.ca to make a financial donation. Loblaw Companies Limited has donated 200 turkeys to Second Harvest to help reach their goal.

About Second Harvest

Second Harvest is the largest food rescue program in Canada. Since 1985, Second Harvest has been picking up donated, excess food, which would have otherwise gone to waste and delivering that food to community agencies in Toronto. Every day Second Harvest delivers enough food to provide 18,000 meals to over 200 community agencies in Toronto. Recognized for efficiency and impact of services, independent research group Charity Intelligence Canada has named Second Harvest a Recommended Charity for the past three years.

About Loblaw Companies Limited

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food retailer 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 more than 136,000 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® brands. In addition, the Company makes available to consumers President's Choice Financial® services and offers the PC® points loyalty program.

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For more information or to schedule an interview, please contact:

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