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For Some Canadians, Back-to-School Could Mean Back-to-Hunger
Join the “Kraft Hunger Challenge” to raise \$300,000 for food banks

TORONTO – SEPTEMBER 2, 2008 – To assist food banks with the surge in demand they experience during the busy back-to-school season, the Canadian Association of Food Banks (CAFB) and Kraft Canada are calling on Canadians to join the *Kraft Hunger Challenge* to help raise much-needed funds for Canada’s hungry. With a goal of raising more than \$300,000 from September 2 - 26, 2008, donations collected through the *Kraft Hunger Challenge* will be matched dollar-for-dollar up to a maximum of \$150,000 by Kraft Canada.

Each month more than 720,000 Canadians access food banks, and 39 per cent of these food bank clients are children.* Food banks report there is an overall lack of awareness that food is needed at times beyond the more active holiday drives and as a result, food banks across Canada experience critically low levels of supplies in September.

“Families need food on the table year-round, and many Canadians forget about giving to Canada’s hungry when they are enjoying the carefree days of summer,” says Katharine Schmidt, Executive Director, Canadian Association of Food Banks. “When September arrives, our food banks have difficulty keeping up as families who ‘just get by’ the rest of the year turn to food banks when they are struggling with the costs associated with returning to school.”

Running in all 10 provinces in Canada, funds raised through the *Kraft Hunger Challenge* will be used to purchase much-needed food supplies. Last year’s program raised more than \$700,000 thanks to the generosity of Canadians across the country.

“We encourage everyone across Canada to help us support hungry families in this time of need and to ensure all Canadian children have the opportunity to return to school well nourished,” says Dino Bianco, President, Kraft Canada Inc. “Our *Kraft Hunger Challenge* makes it possible for Canadians to give twice as much as they thought they could to help fight hunger in their local communities.”

The *Kraft Hunger Challenge* invites Canadians to make a donation online at www.cafb-acba.ca, or by mail, phone or in person at a participating food bank and Kraft will match that donation. Donors can also mail in donations to the CAFB c/o Kraft Hunger Challenge, 2968 Dundas Street West, Suite 303, Toronto, Ontario M6P 1Y8 or call 1-877-535-0958. A tax receipt will be issued for all donations over \$10.

About Kraft Canada Inc.

Kraft Canada has a long-standing partnership with the Canadian Association of Food Banks to lead the fight against hunger in Canada. Kraft Canada donates an average of one million pounds of food to the CAFB each year to help feed hungry families. Kraft Canada also contributes to the CAFB through the funding of programs designed to raise awareness of the hunger issue in Canada. Kraft Canada Inc., with corporate headquarters located in Toronto, Ontario, is the largest food and beverage manufacturer in the country.

About the Canadian Association of Food Banks

The CAFB is a national charitable organization representing the food bank community across Canada. Over 720,000 people access food banks each month - 39% are children. CAFB conducts research, engages in public education and advocates for public policy change to eliminate the causes of hunger and poverty in Canada. In 2007, the CAFB acquired and shared 8 million pounds of food industry donations through its National Food Sharing System for hungry Canadians.

** Source: HungerCount2007, Canadian Association of Food Banks March 2007. For the complete 2007 HungerCount report please go to:
<http://www.cafb-acba.ca/documents/HungerCount2007.pdf>*

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