



**MEDIA ADVISORY**

Make National Hunger Awareness Day:  
***National Hunger Action Day***

*Food Banks Canada Depending on Kraft Hunger Challenge Donations to  
Keep Shelves Stocked Throughout Summer*

In honour of National Hunger Awareness Day on June 2, Food Banks Canada and Kraft Canada are calling on Canadians to take action to reduce hunger in Canada and donate to the Kraft Hunger Challenge. Running from June 2 until June 12, Kraft will match donations made to food banks up to \$150,000 to help provide food banks across the country with the funds they need to buy essential food for their clients. Food bank donations traditionally drop dramatically during the summer and with the current difficult economic times food banks are anticipating greater need than ever this summer.

- What** Through the Kraft Hunger Challenge, Kraft Canada will match donations to food banks dollar-for-dollar up to a maximum of \$150,000 – enabling Canadians to effectively double their donations to help fight hunger in communities across the country. Over the past five years, the annual Kraft Hunger Challenge has raised more than \$2.5 million for food banks across Canada.
- When** Kicking off on National Hunger Awareness Day, June 2 to June 12.
- Why** In 2008, more than 700,000 Canadians were assisted by community food banks each month - more than a third of them are children.<sup>1</sup> Food banks are expected to face continued challenges supporting those in need during the current global and domestic economic climates.
- Where** The Kraft Hunger Challenge will take place in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, Prince Edward Island, New Brunswick and Newfoundland.
- How** From June 2 to 12, donations can be made by visiting [www.foodbankscanada.ca](http://www.foodbankscanada.ca) and clicking on the Kraft Hunger Challenge logo, by calling 1-877-535-0958 or by mail to Food Banks Canada c/o Kraft Hunger Challenge, 2938 Dundas Street West, Suite 303, Toronto, ON M6P 1Y8. Tax receipts will be issued for donations over \$10.

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<sup>1</sup> Food Bank Canada's Hunger Count released in November 2008.

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