



For more information:

Marzena Gersho

Food Banks Canada

Tel: 416.203.9241 ext. 28

Email: [marzena@foodbankscanada.ca](mailto:marzena@foodbankscanada.ca)

Julie Leblanc

Cowan & Company

Tel: 514-783-1330

Email: [julie@cowanandcompany.net](mailto:julie@cowanandcompany.net)

## **Make National Hunger Awareness Day (June 2): *National Hunger Action Day***

*Donate to your local food bank from June 2-12 and Kraft Canada will match donation dollar-for-dollar up to \$150,000*

**TORONTO – JUNE 1, 2009** – In honour of National Hunger Awareness Day tomorrow, Food Banks Canada and Kraft Canada are calling on Canadians to donate funds to their local food banks. Through the Kraft Hunger Challenge, running June 2 - June 12, Kraft will match donations dollar-for-dollar up to \$150,000, so food banks can buy essential food for Canadians in need.

In 2008 more than 700,000 Canadians were assisted by community food banks each month and more than a third of those who received assistance were children.\* Keeping shelves stocked during the summer months, when many people are preoccupied with their holidays, is particularly challenging for food banks. With the current economic climate, Food Banks Canada is concerned about greater stress on food bank reserves this summer.

“Each year on National Hunger Awareness Day when we raise awareness of the issue of hunger in our own backyards, people often call us concerned, asking what they can do to help,” said Katharine Schmidt, Executive Director, Food Banks Canada. “This year, one very easy way all Canadians can take action to reduce hunger is by donating during the Kraft Hunger Challenge.”

Running in every province, funds raised through the Kraft Hunger Challenge will be used to purchase much-needed food supplies. Over the past five years, the annual Kraft Hunger Challenge has raised more than \$2.5 million for food banks across Canada. This year, Food Banks Canada is hoping to surpass the over \$500,000 raised through the Kraft Hunger Challenge in 2008.

“With food banks bracing for a very difficult summer meeting community needs, we encourage Canadians to rise to the challenge and support the Kraft Hunger Challenge,” said Dino Bianco, President, Kraft Canada Inc. “Our donation provides an important base to this fundraising campaign, but it’s up to all of us to make sure food banks can provide hungry Canadians with the food they need.

Canadians can donate to the Kraft Hunger Challenge online at [www.foodbankscanada.ca](http://www.foodbankscanada.ca), or by mail, phone or in person at all participating food banks. Donors can also mail donations to Food Banks Canada 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**

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

### **About Food Banks Canada**

Food Banks Canada is a national charitable organization representing the food bank community across Canada. Our members and their respective agencies serve approximately 85 per cent of people accessing emergency food programs nationwide. Our mission is to meet the short term need for food and find long-term solutions to reduce hunger. Visit [www.foodbankscanada.ca](http://www.foodbankscanada.ca) for more information.

*\* Source: HungerCount2008, Food Banks Canada. For the complete 2008 HungerCount report please go to: [http://foodbankscanada.ca/documents/HungerCount\\_en\\_fin.pdf](http://foodbankscanada.ca/documents/HungerCount_en_fin.pdf)*

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