

Daily Bread Food Bank Sets Highest Holiday Fundraising Goal to Date

TORONTO, ON – Nov. 23, 2018

With the giving season underway, Daily Bread Food Bank is preparing for its most ambitious holiday goal to date.

Daily Bread's annual Holiday Food Drive kicks off on Monday, November 26 with an aim to reach a fundraising goal of \$4 million – the largest goal by Daily Bread to date.

“Our research shows that over the decade, food bank use has gotten drastically worse and there are signs of a continued increase in need,” said Neil Hetherington, CEO of the Daily Bread Food Bank. “Our commitment to reach everyone who needs our services are greater than ever.”

The Holiday Drive also has a food donation goal set at 1.3 million pounds. The drive wraps up on December 31st.

The public is encouraged to participate by dropping food donations off at participating fire stations and grocery stores across Toronto. Most needed items include nutrient dense proteins such as peanut butter, tuna and dried beans plus foods made with whole grain fibres.

For more details on how to give, visit <https://www.dailybread.ca/ways-to-give/>.

With every dollar donated, participating food banks will be able to provide meals to those struggling with hunger.

- 30 -

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