

**MEDIA ADVISORY**

**Food insecurity crisis continues with no signs of slowing down.  
Daily Bread Food Bank sees 274,521 client visits to member food banks in August.  
Thanksgiving Drive goal to raise \$3.8M and 227,000 lbs of food to meet crisis-level demand.**

Thursday, September 21, 2023

**Media are invited to attend the launch of Daily Bread Food Bank's annual Thanksgiving Food Drive today, Thursday, September 21, 10:00-11:00am at 140 Lansdowne Ave., Toronto - Toronto Fire Station 426.**

Toronto's food insecurity crisis is showing no signs of slowing down, in fact it continues to rise to dramatic levels. **Last month, there were 274,521 client visits to Daily Bread member food banks – this is a 51% increase compared to the same period last year.** Additionally, over 12,500 *new unique* individuals are walking through our doors each month for the very first time.

The demand for food in our city is urgent. To meet the growing need of our clients, Daily Bread is now spending 12 times the amount on food compared to pre-pandemic.

**“We are committed to the advocacy work needed to push governments for an end to poverty in our city,” says Neil Hetherington, CEO, Daily Bread Food Bank. “At the same time, we are here to support the tens of thousands of Torontonians who need emergency food access each day.”**

As we launch our annual Thanksgiving drive, we are calling on the community to get involved in any way they can – whether it be by donating food or funds, volunteering, or by advocating for better social policies for our most vulnerable neighbours – every action will make a difference.

Neil Hetherington will be announcing Daily Bread's Thanksgiving food and fundraising goals. Additionally, we are partnering with Purolator for the Toronto Red Bag campaign for the fifth year. As part of the Purolator **Tackle Hunger® program, 25,000 red bags will be distributed in key Toronto neighbourhoods for residents to fill up with non-perishable food donations.** All food collected will be distributed to individuals and families experiencing food insecurity this Thanksgiving season.

“For 20 years, our employees have championed Purolator Tackle Hunger as a way to give back to the communities we serve,” says Steve Scorca, District Manager, North York and Vaughan, Purolator. “As the need continues to rise, we are working together to raise more food and funds than ever before to help the growing number of Torontonians facing hunger.”

**Photo opportunities will be available.**

**When:**

Thursday, September 21, 2023 | 10:00-11:00am

**Where:**

140 Lansdowne Ave., Toronto, ON, M6K 2V9 | Toronto Fire Station 426

**What:**

Daily Bread Food Bank's 2023 Thanksgiving Food Drive Launch

**Who:**

- Bhutila Karpoche, MPP, Parkdale – High Park
- Chief Matthew Pegg, Toronto Fire Services
- Neil Hetherington, CEO, Daily Bread Food Bank
- Gale Kelly, Chair, Board of Directors, Daily Bread Food Bank
- Steve Scorca, District Manager, North York and Vaughan, Purolator

Toronto Fire Station 426 is one of the many fire halls across the city that will host donation boxes throughout the campaign.

**Members of the media are kindly asked to RSVP attendance to [emolina@dailybread.ca](mailto:emolina@dailybread.ca)**

**The public is encouraged to participate in the Thanksgiving Food Drive:**

- The Purolator Tackle Hunger Red Bag campaign will take place throughout key Toronto neighbourhoods. Purolator will distribute 25,000 Red Bags on **Saturday, September 23** for individuals to fill up with non-perishable food donations. All bags will be collected on **Saturday, September 30 by 9:00am** and delivered to Daily Bread Food Bank. Participating neighbourhoods:
  - Roncesvalles
  - Annex
  - Danforth / Riverdale
  - East York
  - Broadview
  - Corso Italia
  - Davisville Village
  - Dufferin Grove
  - Leaside
  - St. Clair West
- Most-needed items include high-protein foods (peanut butter, canned beans, tuna), as well as canned fruits/vegetables and oatmeal. Food donations can also be dropped off at any fire hall in the city.
- To make a monetary donation visit [dailybread.ca](http://dailybread.ca) or place an online order of non-perishables and have them delivered directly to the Daily Bread warehouse at 191 New Toronto Street, Toronto, ON, M8V 2E7
- Register to be a Community Champion and hold a food drive or fundraiser in your own neighbourhood, workplace, or place of worship. Learn more at [dailybread.ca](http://dailybread.ca)

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