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MEDIA ADVISORY

Daily Bread Food Bank surpasses 300,000 monthly visits — up from 65,000 pre-pandemic. Thanksgiving Drive with goal of \$4.4M and 225,000 lbs of food to meet growing demand.

Thursday, September 18, 2025

TORONTO – Media are invited to attend the launch of Daily Bread Food Bank’s annual Thanksgiving Drive on **Thursday, September 18, 11:00 a.m.–12:00 p.m. at Toronto Fire Station 422, 590 Jane Street, Toronto.**

In 2024, food banks across the city saw **3.75 million visits, with numbers in 2025 expected to exceed 4 million** — the highest on record and almost **five times pre-pandemic levels. Daily Bread is now spending \$20.5 million per year on food, compared to just \$1.5 million pre-pandemic.**

To meet this urgent need, Daily Bread is calling on the community to support its **Thanksgiving Drive goal of raising \$4.4 million and 225,000 lbs of food by October 31.** Torontonians can make a tangible difference by donating food and funds, volunteering time, or advocating for stronger social policies to address hunger.

“Every week, thousands of families are coming through our doors because the rising cost of living has left them with no other choice,” says Neil Hetherington, CEO, Daily Bread Food Bank. “We are spending more than ever before to keep food on our shelves, but we can’t do it alone. This Thanksgiving Drive is your opportunity to step up, come together, and help put food on the tables of our neighbours in need.”

As part of this year’s efforts, Daily Bread is once again partnering with **Purolator** for the Toronto Red Bag campaign. Now in its seventh year, **20,000 red bags** have been distributed to homes in key neighbourhoods for residents to fill with non-perishable food donations. Aiming to raise **50,000 lbs of food**, the Red Bag initiative is part of the Purolator Tackle Hunger® National Red Bag Campaign, which supports families facing food insecurity across Canada.

“A red bag filled with food represents more than just a donation—it’s a lifeline for families facing hunger. The Purolator Tackle Hunger National Red Bag Campaign has become a powerful way for neighbours to support one another,” says Cindy Bailey, Vice-President and Corporate Sustainability Officer, Purolator. “Our team of dedicated Purolator Tackle Hunger champions is proud to stand alongside Daily Bread to deliver hope and support where it’s needed most.”

Neil Hetherington will share insights on the state of food insecurity in Toronto and announce this year’s Thanksgiving Drive goals. Photo opportunities will be available.

Event Details

When:

Thursday, September 18, 2025 | 11:00 a.m.–12:00 p.m.

Where:

Toronto Fire Station 422
590 Jane Street, Toronto, ON, M6S 4A6

What:

Daily Bread Food Bank's 2025 Thanksgiving Food Drive Launch

Who:

- Neil Hetherington, CEO, Daily Bread Food Bank
- Oliva Chow, Mayor, City of Toronto
- Alexa Gilmour, MPP, Parkdale-High Park
- Marla Friebe, Acting Deputy Fire Chief, Toronto Fire Services
- Mike Smith, President, Toronto Professional Fire Fighters' Association (TPFFA)
- Steve Scorca, Senior Manager of Operations, Purolator

Toronto Fire Station 422 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 gchau@dailybread.ca

Public Participation

- **Purolator Tackle Hunger Red Bag campaign:** Residents in participating neighbourhoods who received a red bag are asked to leave filled bags on their doorstep by **Saturday, September 20 at 9:00 a.m.** Purolator will collect and deliver donations to Daily Bread.

Participating neighbourhoods:

- East York
- Leaside North
- Leaside South
- Corso Italia and area
- Roncesvalles North
- Roncesvalles South
- Riverdale North of Danforth
- Mount Pleasant East
- South Etobicoke

- **Most-needed items** include high-protein foods (peanut butter, canned beans, canned tuna), canned fruits/vegetables, and oatmeal. Non-perishable donations can also be dropped off at any Toronto fire hall.
 - To make a **monetary donation**, visit dailybread.ca or place an online order of non-perishables to be delivered directly to the Daily Bread warehouse at 191 New Toronto Street, Toronto, ON, M8V 2E7.
 - Register as a **Community Champion** to host a food drive or fundraiser in your neighbourhood, workplace, or place of worship. Learn more at dailybread.ca.
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Daily Bread Food Bank

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