

**MEDIA ADVISORY**

**Daily Bread Food Bank sees close to 2 million client visits in the last six months  
Thanksgiving Drive goal of \$4.6M and 200,000 lbs of food will help meet emergency service demands**

Thursday, September 19, 2024

**Media are invited to attend the launch of Daily Bread Food Bank's annual Thanksgiving Drive today, Thursday, September 19, 10:00-11:00am at 140 Lansdowne Ave., Toronto - Toronto Fire Station 426.**

Daily Bread continues to see crisis-level need of emergency food services. **Over the last six months (March to August 2024), there have been close to 2 million client visits to Daily Bread member food banks in Toronto – this is a 25% increase compared to the same period last year.** Furthermore, we are seeing a monthly average of 13,000 *new, unique* individuals accessing food banks for the first time – this is six times more than pre-pandemic.

**To meet the growing need, Daily Bread Food Bank is now spending \$29 million per year on food purchases, compared to \$1.5 million pre-pandemic. As we launch our annual Thanksgiving Drive, we are calling on the community to get involved in any way they can to help us reach our goal of \$4.6 million and 200,000 lbs of food by October 31.** Whether it be donating food or funds, volunteering, or advocating for better social policies for our most vulnerable neighbours, every action will make a difference.

“Right now, one in ten Torontonians are making use of food banks,” says Neil Hetherington, CEO, Daily Bread Food Bank. “This is completely unacceptable in a city as great as ours, and we are deeply grateful to the community for rallying together to help the tens of thousands of individuals in urgent need of support.”

As part of this year's Thanksgiving efforts, Daily Bread will once again be partnering with Purolator for the Toronto Red Bag campaign. For the sixth year in a row, 25,000 red bags have been distributed in key neighbourhoods for residents to fill up with non-perishable food donations. Part of the Purolator Tackle Hunger® program, this initiative's goal is to raise 50,000 lbs of food that will go to families facing hunger this Thanksgiving season.

"We're proud to partner with Daily Bread to help deliver crucial support to community members who are struggling with food insecurity," says Cindy Bailey, Corporate Sustainability Officer, Purolator. "The Purolator Tackle Hunger® National Red Bag Campaign is an opportunity for our employees to go the extra mile for their communities, providing help to those in need."

Neil Hetherington will be sharing key insights about the state of food insecurity, in addition to announcing Daily Bread's Thanksgiving food and fundraising goals. **Photo opportunities will be available.**

**When:**

Thursday, September 19, 2024 | 10:00-11:00am

**Where:**

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

**What:**

Daily Bread Food Bank's 2024 Thanksgiving Food Drive launch

**Who:**

- Neil Hetherington, CEO, Daily Bread Food Bank
- Jim Jessop, Deputy Fire Chief of Operations, Toronto Fire Services
- Cindy Bailey, Corporate Sustainability Officer, Purolator
- Boafoa Kwamena, Board of Directors, Daily Bread Food Bank

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 takes place throughout key Toronto neighbourhoods. **Torontonians who received a bag are reminded to leave filled bags on their doorstep on Saturday, September 21 by 9:00am.** Purolator will be collecting all red bags filled with donations and delivering them to Daily Bread Food Bank.
- Participating neighbourhoods:
  - Roncesvalles
  - Parkdale
  - 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, canned tuna), as well as canned fruits/vegetables and oatmeal. Non-perishable 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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