



For Immediate Release

Second Harvest Kicks Off Annual Hero Fundraising Campaign with Two Hero Days

Campaign sees Heroes take over GTA to raise awareness surrounding hunger and food waste

TORONTO, ON, January 11, 2017 – Second Harvest, Canada’s largest food rescue charity, will take over the GTA for two Hero Days this year, on February 9 and 23, to bring awareness to the issue of hunger and food waste in the city and in support of its annual fundraising campaign.

Hundreds of Second Harvest Heroes, decked out in bright green masks and capes, will spread out across Toronto on the two Hero Days to accept cash donations from generous commuters in TTC stations and PATH locations. Heroes will be live tweeting from designated locations across the city using the campaign’s hashtag #HERO2017 and donors are encouraged to join in on the conversation by tagging @2ndHarvestTO on Twitter or Instagram or @SecondHarvestTO on Facebook.

“Canadians waste over \$31 billion of food every year, while children, adults and seniors go hungry,” said Debra Lawson, Executive Director, Second Harvest. “The Hero campaign brings the Toronto community together to help feed over 130,000 people every month through food rescue and delivery.”

This year, over 150 workplaces and schools will take part, running fundraisers to raise awareness and donations for those in need. “Last year, the Hero Fundraising campaign raised enough money to rescue and deliver 686,000 meals,” continued Lawson. “For every \$5 raised, we can provide over 10 meals, so we hope everyone will join us on February 9 and 23 and support the Hero campaign to fight hunger together!”

Funds raised during the Hero campaign will enable Second Harvest to rescue healthy fresh surplus food that would otherwise go to waste, and deliver it to over 225 social service agencies across the GTA, feeding hungry children, adults and seniors.

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About Second Harvest

Established in 1985, Second Harvest is the largest food rescue charity in Canada. Second Harvest rescues excess, fresh food that would otherwise go to waste, and delivers that food to more than 225 social service agencies in Toronto, feeding people experiencing hunger. Since 1985 Second Harvest has rescued and delivered over 116 million pounds of good food, thus preventing over 50 million pounds of greenhouse gases from entering the atmosphere. Second Harvest's vision: No Waste. No Hunger.

For interview availability, photo opportunities and information, please contact:

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