

TORONTO FOOD BANKS IN NEED OF BABY FORMULA AND BABY FOOD – UNABLE TO MEET DEMAND

‘Christmas in August’ Food Drive To Help Raise Depleted Stocks

For Immediate Release

August 25, 2009, Toronto – With an increase in demand as high as 22 per cent in some communities, food banks across Toronto are desperate for donations, especially baby formula and baby food. *Daily Bread* is hoping a three-day initiative starting tomorrow, August 26th, by local junk removal company 1-800 RID-OF-IT will help the troubling situation.

Sarah Anderson, Communications officer for *Daily Bread*, says there is always an increased demand for food items in the summer because school is out and children no longer have access to breakfast or lunch programs. But this year the situation is far worse. Last year demand for food items was up by an average of 10 per cent. This year, it's 22 per cent higher in many communities.

“More people are turning to food banks and less people are giving, which is a stark reflection of the times, something that we’re seeing is now putting Toronto’s most vulnerable – infants and young children - at risk,” said Anderson.

She added that baby formula is particularly expensive and, with the recession, not as many people are donating.

1-800-RID-OF-IT, with a fleet of three trucks in Toronto, is offering to pick up non-perishable food donations from residences in West Toronto and North York on August 26, August 27th and August 28th, free of charge. The company will deliver the food donations to various food banks in the Greater Toronto area.

Starting on the 26th, the trucks will be stationed at busy intersections blasting Christmas carols to raise awareness.

“We’re looking to inspire people with a summer sense of Christmas goodwill,” says Mike McKee, President of 1-800-RID-OF-IT. “It doesn’t take much to pick up the phone and call us to come and get those extra cans of tuna and hopefully jars of baby food.”

For a free pick-up on the 26th, 27th or 28th, the number to call is 1-800-743-6348.

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For more information, please contact:

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