



NEWS RELEASE

Attention:

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TRICK OR EAT!: YOUTH SCARE UP FOOD DONATIONS THIS HALLOWEEN

TORONTO - Each month, 867,994 Canadians have no choice but to access their local food bank. Thirty-eight per cent of these Canadians are children. In response, Meal Exchange and youth from coast to coast are putting on their Halloween costumes and going door-to-door to collect donations of non-perishable food items instead of candy.

As Canada's oldest youth-led food drive, 'Trick or Eat' will raise \$45,000 in online donations and \$550,000 worth of food to support 100 local food banks. With over 10,000 participants across North America, be prepared to receive a knock on your door from an over-sized ghoul or a slightly-older princess.

"Trick or Eat was very well organized and it was amazing to see the enthusiasm of the students who were volunteering their time to collect food for the food bank. The donations from Trick or Eat have definitely helped our agency as they have filled empty shelves and will keep them full for a while to come."

- Living Rock Ministries (Hamilton, ON)

100 per cent of the food collected will be donated to the local food banks. There is also an online donation option for those who are not able to donate food to Trick or Eaters. For every \$1 donated online, Meal Exchange is able to provide one meal through a local food bank.

"People get to be little kids again, going door-to-door on Halloween. The beauty of it is that we're knocking on people's door on a night they already expect visitors. It's a fun and effective way to support the food bank."

- Dave Kranenburg, Executive Director, Meal Exchange

To date, Meal Exchange has engaged over **37,000 youth**, in over 100 communities and collected over **\$3 million dollars' worth of food and monetary donations** for local hunger-relief agencies. Through Trick or Eat, Meal Exchange is redefining Halloween as a day of giving where communities and youth to give back to those in need and raise awareness about hunger in communities across Canada.

For more information please visit www.trickoreat.ca.

Meal Exchange is a national student-driven, registered charity that exists to engage, educate, and mobilize youth to work with their communities in order to alleviate hunger locally and achieve food security. For more, go to www.mealexchange.ca

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