



HUNGRY FOR CHANGE

## **1 in 3 kids will go to school hungry this school year**

*Canadian Feed The Children's AppleCheck program puts 3 million apples into the hands of 150,000 school kids*

FOR IMMEDIATE RELEASE

September 1, 2005

TORONTO: One in 3 (400,000) school-age children in Toronto go to school hungry. Poor nutrition impacts their classroom success, behaviour, outlook on life and potential for the future.

Canadian Feed The Children (CFTC), a Canadian-based and operated non-for-profit, announces this year's launch of AppleCheck, which will put 3,000,000 fresh apples into the hands of 150,000 school kids in the 2005/06 academic year. With the support of sponsors, CFTC aims to increase that number to 5 million. CFTC works with partners such as the Daily Bread Food Bank, Second Harvest, the Toronto District School Board, and Stock Transportation to bring good nutrition to students who need it.

On Friday, September 2 at Noon to 1pm at Nathan Phillips Square at Toronto's City Hall, a school bus full of apples will be on hand to distribute apples to passersby and raise awareness of the need for good nutrition for our children. Donations to the program will be accepted. Speakers will include:

- City Councillor Olivia Chow, the City of Toronto "Child Advocate"
- Jamie Ziegel, vice president and national director of Royal LePage is a supporter of the Canadian Feed the Children's "AppleCheck" program for the GTA
- Jennifer Low, food editor at Canadian House and Home magazine, and author of new children's cookbook of nutritious recipes.
- Master of Ceremonies is Sheila McCarthy, Stratford Festival actor.

All speakers, as well as spokespeople from Canadian Feed The Children will be on hand to discuss child nutrition and the AppleCheck program. For more information or to schedule an interview, contact:

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