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### **Canadian Feed The Children on TV for First Time**

TORONTO: For the first time in its history, Canadian Feed The Children (CFTC) is on national television. Two 2-minute commercials will be broadcast on English networks from December 1, 2004 to January 31, 2005 to raise awareness of child poverty and generate support for CFTC's child development programs.

"CFTC has never before directed resources toward mass-market advertising," says CFTC Executive Director Jim Dahl, "But we determined this year it was important to extend our reach across the country to improve funding for our programs."

Each commercial features CFTC's new 'Everyday Heroes' monthly giving program, and invites viewers to call a 1-800 number to become a monthly donor. These donors' contributions will support CFTC's programs for children living in poverty in Canada and around the world, including Bolivia, Ethiopia, Ghana, Haiti, Sierra Leone and Uganda.

Canadian actress Sheila McCarthy donated her time to appear in one commercial; the other features stage performer Mary McCandless. Stonehenge Media Group Inc. produced the spots for the Canadian charity.

"This investment is an important step for us," says Dahl. "Having visited the children and communities we support over the past few years, I can say confidently that our donors are making an enormous impact on young lives. These commercials are an effective way of giving an opportunity to more Canadians to help more children."

Canadian Feed The Children is an independent, registered charity whose goal is to alleviate the impact of poverty on children. We work with local partners overseas and in Canada to enhance the well-being of children and the self-sufficiency of their families and communities.