

## **Everyone Wins With Canadian Chicken!**

Members of Parliament compete to win donations to local food banks!

## FOR IMMEDIATE RELEASE

**April 23, 2012 (OTTAWA)** — Chicken Farmers of Canada (CFC) are launching a new recipe contest among Members of Parliament for the benefit of food banks across Canada. In the *Everyone Wins with Canadian Chicken* campaign, MPs are being asked to enter their favorite grilled chicken sandwich recipes for a chance to win a donation to a food bank in their riding:

First Prize: \$10,000 donation
Second Prize: \$5,000 donation
Third Prize: \$2,500 donation

The winning sandwich recipe will also be served to almost 10,000 people at the Great Canadian Chicken BBQ in Ottawa on Canada Day.

Consumers can log onto www.chicken.ca to write, message or tweet their MPs, to persuade them to enter.

"We'd like to see participation from all parties from every region in Canada," said Dave Janzen, Chair of CFC. "Hunger knows no boundaries, so we wanted to work with MPs to demonstrate our commitment to building awareness about hunger and the impact it has on Canadians."

Contest sponsors include Maple Leaf Foods and The Hill Times. Food Banks Canada is a contest partner.

"Food banks across the country struggle to fill the shelves during the summer months yet the need for the support of food banks remains high", says Katharine Schmidt, Executive Director, Food Banks Canada. "That's why the *Everyone Wins with Canadian Chicken* contest is so critical. It helps to raise awareness of the issue of hunger when it is not top of mind and will provide valuable financial support to three local food banks. Thanks Chicken Farmers of Canada!"

"Maple Leaf Foods is proud to partner with Chicken Farmers of Canada in support this great cause," said Andrew Pollock, Senior Vice President, Marketing & Innovation, Maple Leaf Foods. "Food banks across Canada need our help now more than ever. *Everyone Wins with Canadian Chicken* is engaging Canadians in a fun and interactive way, raising important awareness of the significance of food banks nationally. We hope everyone gets involved by encouraging their local Member of Parliament to join the contest."

## For more information: please contact Lisa Bishop-Spencer, Manager of Communications (613) 566-5926 or <a href="mailto:lbishop@chicken.ca">lbishop@chicken.ca</a>

Facebook: <a href="http://www.facebook.com/chickenfarmers">http://www.facebook.com/chickenfarmers</a>

Contest: <a href="http://contest.chicken.ca/">http://contest.chicken.ca/</a>

Lobby your MP to enter: <a href="http://appconnected.com/everyonewinswithchicken/">http://appconnected.com/everyonewinswithchicken/</a>

Twitter: @chickenfarmers

Contest on Twitter hashtag: #WinWithChicken

Website: www.chicken.ca

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