



Canadian Youth Put on Their Best Hallowe'en Costumes For Meal Exchange's 'Trick or Eat' Food Drive and Hunger Awareness Campaign

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Thousands of youth from across the country use Hallowe'en to scare up food donations and raise awareness of hunger in Canada.

PR9.NET October 10, 2006 - Toronto, ON - Over 3500 students from 37 communities across Canada will participate in Meal Exchange's Trick or Eat campaign to collect non-perishable food items and raise awareness of hunger in their communities.

As Meal Exchange's most successful programme, Trick or Eat uses the one night of the year when households expect a knock on their door in order to distribute free and edible items to all who ask. Costumed youth canvass their neighbourhoods on Hallowe'en collecting food for local social service agencies while raising awareness of the 2.4 million Canadians who suffer from hunger. Trick or Eat 2005 was Meal Exchange's best year yet and involved over 3500 students from across the nation, raising \$243,054 worth of food or 97,222 meals for Canadians in need. This year the goal is to raise 120,000 meals nationally, as well as \$25,000 in monetary donations through our online fundraising campaign.

"Trick or Eat continues to increase its impact in communities across Canada! I'm certain that 2006 will see more youth volunteering, more food donations collected, and increased awareness of local hunger. Trick or Eat is a phenomenal way for students and the community to work together to address hunger - three hours and a costume is all that is required to make a huge difference," says Dave Kranenburg, Executive Director.

For additional information on Trick or Eat in your community visit www.trickoreat.ca.

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About Meal Exchange

Meal Exchange (www.mealexchange.com) is a national student-founded, student-driven, registered charity that helps young Canadians realize their potential to improve the future of their communities by providing them with meaningful opportunities to reduce hunger today. Meal Exchange offers students in a national network of 40 universities and colleges, three fun, simple and creative programmes including Trick or Eat, Skip-A-Meal, and Clear the Shelves! Meal Exchange supports new ideas initiated by youth through our Social Incubator, which includes two new youth-led projects: Portraits of Hunger and The Student Food Network.

Website: <http://www.mealexchange.com>