

## Attention News Assignment / Photo Desks:

---

### MEDIA ADVISORY / PHOTO OPPORTUNITY:

**Trick or Eat: Students Scare up 140,000 Meals this Hallowe'en**

**- McMaster students participate in Canada's largest youth food drive -**

**Hamilton, Ontario (October 31, 2008)** - When the door opens this Hallowe'en, houses in Westdale/Ainslie Wood may find a 21-year-old vampire on their doorstep. He's definitely not your typical trick-or-treater.

Underneath that costume is Kris Hughes, a Commerce student at McMaster, and he's not asking for candy. He's asking for a donation of non-perishable food to help Canadian families who struggle to put food on the table.

Kris is one of over 6,000 youth across Canada who will dress up this Hallowe'en and go door-to-door, saying: 'Trick or Eat!'

Hamilton is one of 53 Canadian communities participating in Trick or Eat. "It's startling to hear that over 720,000 people visit a food bank each month in Canada," says Patrick Byrne, the student organizing the campaign at McMaster. "Trick or Eat is a fun and easy way for us to do something about that".

Trick or Eat is becoming a regular part of Halloween in Canada. It's a fun way for young people to get involved in an issue that is sometimes ignored in today's go-go world. The goal this year is to raise 140,000 meals, and an additional \$20,000 in online donations through students asking family and friends to sponsor them during the night, which further increases their impact. While students canvass neighborhoods this Halloween, they will also be raising awareness about the reality that hunger exists in their own backyards. This year's campaign is supported by Much Music, Telus and Canadian Pacific.

Trick or Eat is just one of several initiatives organized by a national youth-driven charity called Meal Exchange, which helps young Canadians realize their potential to improve the future of communities, through providing meaningful opportunities to reduce local hunger. More information can be found at [mealexchange.com](http://mealexchange.com).

**WHAT:** Trick or Eat: Students scare up food to address hunger in Canada

**WHEN:** Friday, October 31<sup>st</sup>  
Kickoff starts at 5pm  
Trick or Eating from 6pm to 8pm

**WHERE:** McMaster University Student Centre Atrium  
1280 Main Street, Hamilton, ON, L8S 4S4

**WHO:** **Participants include:**  
Patrick Byrne, Meal Exchange Coordinator for the McMaster Bread Bin and 150 McMaster Students  
Azim Kasmani, President of the McMaster Student Union  
Adam Spence, Executive Director of the Ontario Association of Food Banks

### Photo Opportunities:

- Kickoff speech presented by Adam Spence
- Contestant costume contest

-30-

### For more information:

Dave Kranenburg  
Executive Director, Meal Exchange  
Phone: 416-657-4489  
[dave.kranenburg@mealexchange.com](mailto:dave.kranenburg@mealexchange.com)  
Cell: 416-824-1917

Patrick Byrne  
McMaster Trick or Eat Coordinator  
Cell: 289-808-4258  
[McMaster@mealexchange.com](mailto:McMaster@mealexchange.com)