

[City] Activists Call for a Plan to End Poverty in Canada

Volunteers for **[organization or group name]** take to the streets to call for an end to poverty in Canada.

For Immediate Release

City, Prov, October 17, 2019— **[Organization or group name]** voiced their support for the growing movement of people calling for an end to poverty in Canada. To mark October 17th, the International Day for the Eradication of Poverty, volunteers in **[city]** joined communities across Canada for the 7th annual *Chew on This!* campaign.

Despite the recent release of the federal government’s Canadian Poverty Reduction Strategy, *Opportunity for All*, poverty still exists across Canada. In **[city/area]**, **[local statistic on poverty or food insecurity]**. Over 850,000 people in Canada visit the food bank each month, and one in eight families struggle daily to put food on the table. Two out of every five Northern households are food insecure, and tax filer data from 2017 suggests that about 6 million people in Canada live in poverty.

Chew on This! is an annual non-partisan campaign that calls attention to the shocking rate of poverty and food insecurity in Canada. This year, the campaign is sending the message that whomever takes office after this election, we must act to end poverty in Canada. While it is not an election campaign itself, organizers are hopeful that candidates from all parties will take note of this important issue.

Chew on This! is organized by the *Dignity for All* campaign, co-led by *Canada Without Poverty* (CWP) and *Citizens for Public Justice* (CPJ), both registered charities.

Media Availability:

Where: **[Location]**

Who: **[Groups or leaders]**

When: October 17th, 2019 **[time]**

Chew on This! events are being held by over **[number to be updated]** groups in more than 40 cities across the country – from Vancouver to St. John’s to Yellowknife – including locally at **[Event location]**. Volunteers will be handing out **[number you ordered]** paper bags which will contain a snack, a magnet, and a postcard to tell the incoming Prime Minister (whomever that may be) that it is time to show the millions of people living in poverty that their government cares about them. Campaign participants will be calling on the federal government to demonstrate the government’s commitment to ending poverty in Canada. In the government’s first 90 days in office, we are asking that they commit to comprehensive, rights-based policies backed by adequate funding in the 2020 Budget.

[Organization quotes]

Since it launched in 2009, *the Dignity for All* campaign has called for a national plan to address poverty. In 2015, the campaign released its model plan, *Dignity for All – A National Anti-Poverty Plan for Canada*, based on five years of consultation with 600 organizations and individuals across the country. The plan outlines six policy areas where the federal government can take action to drastically reduce poverty: income security, housing and homelessness, food security, health, early childhood education and care, and jobs and employment.

[Dignity for All: the campaign for a poverty-free Canada](#), headed by Canada Without Poverty and Citizens for Public Justice, is a multi-year, non-partisan campaign supported by over 11,000 individuals and 700 local and national organizations calling for a comprehensive federal plan to eliminate poverty.

[ChewOnThis!](#) is a national campaign to raise awareness of food insecurity and call for the establishment of a national anti-poverty plan to address the systemic issues of poverty in Canada. Thousands of Canadians are demanding the federal government establish a plan to eradicate poverty and hunger for the nearly 900,000 people in Canada who use food banks each month and for the millions of others struggling to get by. The United Nations has called for it, the Senate has called for it, and the House of Commons has called for it. It's time to end poverty in Canada.

[Organization background and information]

Website: <http://www.chewonthis.ca> & <http://www.dignityforall.ca/>

Twitter: @DignityForAllCA & #ChewOnThis

Contact:

[your contact info]