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

Volunteers for [organization or group name] call on local MPs to pledge to end poverty and inequity in Canada.

**For Immediate Release**

**City, Prov, October [17], 2021—** Volunteers in [city] joined communities across Canada for the 9th annual *Chew on This!* campaign, marking the International Day for the Eradication of Poverty every October 17th. This year, organizers are calling on Members of Parliament and Senators to adopt specific targets and timelines dealing with poverty and inequity among marginalized groups in particular.

With the 2018 release of the federal Poverty Reduction Strategy, the Government of Canada committed to reducing poverty by 50 percent of 2015 levels by the year 2030. Organizers in this year’s *Chew on This!* campaign want to know who will be included in this 50% and who will be left behind.

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| **Media Availability:****Where:** [Location]**Who:** [Groups or leaders]**When:** [date and time] |

An estimated 1 in 8 families in Canada were struggling to put food on the table even before the pandemic. That number jumps to 1 in 4 for families led by a single mom, or to 57 percent of families in Nunavut. Poverty disproportionately impacts people who are First Nations, Inuk, Métis, Black, or People of Colour; people who are disabled, women or gender diverse, 2SLGBTQQIA+, single, and those who are aging out of the child welfare system or have precarious immigration status.

*Chew on This!* is an annual non-partisan campaign that calls attention to the alarming rate of poverty and food insecurity in Canada. This year, the campaign is sending the message that we can’t effectively end poverty if we don’t deal with underlying inequities in Canada. Specific targets and timelines are needed to ensure people who are already marginalized are not left behind in federal poverty reduction efforts.

[Organization quotes]

*Chew on This!* is organized by the *Dignity for All* campaign, co-led by *Canada Without Poverty* (CWP), *Citizens for Public Justice* (CPJ) and *Campaign 2000*, all registered charities.

Each year, *Chew on This!* events are held by over 100 local organizers with representation in every province and territory – including locally this year at [Event location]. Volunteers will be calling on local MPs to sign a pledge committing to establish specific targets and timelines to address poverty, food insecurity, housing and homelessness, health, employment, and early childhood education and care among marginalized groups in particular, along the path to fully eradicating poverty and inequity for all in Canada. The full pledge can be viewed at [www.chewonthis.ca](http://www.chewonthis.ca).

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[*Dignity for All: the campaign for a poverty-free Canada*](http://www.dignityforall.ca/), headed by Canada Without Poverty, Citizens for Public Justice, and Campaign 2000 is a multi-year, non-partisan campaign supported by over 11,000 individuals and 700 local and national organizations calling for a comprehensive, rights-based federal plan to eliminate poverty.

[*ChewOnThis!*](http://www.chewonthis.ca/) is a national campaign to raise awareness of poverty and food insecurity in Canada and call for the establishment of a national anti-poverty plan to address the systemic nature of poverty in Canada, consistent with our international human rights obligations and the Sustainable Development Goals. 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 and inequity in Canada.

[Organization background and information]

Website: [http://www.chewonthis.ca](http://www.chewonthis.ca/)

Twitter: @DignityForAllCA & #ChewOnThis

**Contact:**

**[your contact info]**