



## APRIL FOODS DAY IS NO JOKE

### Corus Radio & Global News Bring Southern Ontario Communities Together To Fight Against Hunger

**TORONTO** – Corus Radio stations **Q107**, **102.1 the Edge**, **Global News Radio 640 Toronto**, **Magic 106.1** and **Y108** – along with **Global News** – are hosting *April Foods Day* on **Saturday, March 31st** in partnership with **Longo Brothers Fruit Markets Inc.** **Corus** ambassadors will be at five **Longo's** locations throughout Southern Ontario from **noon to 4 p.m.**, encouraging people to make non-perishable food donations in support of **Corus Feeds Kids** and the **Daily Bread Food Bank**.

“As a broadcaster with strong community ties, we have a responsibility to bring awareness to the issues affecting our audiences,” said Troy Reeb, Senior Vice President of Global News and Corus Radio. “Though it comes a day early this year, we’re incredibly proud to once again team up with the Daily Bread Food Bank and Longo’s to take a day typically reserved for jokes and give back instead.”

The team from **Q107's *Derringer in the Morning with Jennifer Valentyne*** will broadcast a special live show from **Longo's Leaside** (93 Laird Drive, Toronto). **John Derringer, Jennifer Valentyne, Ryan Parker & John Garbutt** will be joined by **Alan Carter, Farah Nasser, and Megan Robinson** of Global News.

The fight against hunger continues throughout the city with **Global News Radio 640 Toronto** host **Kelly Cutrara** doing her part alongside Global News' **Angie Seth** and **Shallima Maharaj** at **Longo's Maple Leaf Square** (15 York Street, Toronto).

**Longo's Applewood** (1125 North Service Road, Mississauga) will see **102.1 the Edge** producer/host **Thomas Schenk** joined by Global News' **Carolyn Mackenzie, Anthony Farnell, Kamil Karamali** and **Minna Rhee**, as they also collect donations alongside a live broadcast. While **Y108** and **Magic 106.1** will be broadcasting from **Longo's Ancaster** (1191 Wilson Street West, Ancaster) and **Longo's Guelph** (24 Clair Road West, Guelph) respectively.

“Longo's is proud to partner with Corus on *April Foods Day* to help support food aid within our communities,” said Rosanne Longo, Consumer Spokesperson & Chair, Longo's Family Charitable Foundation. “Food insecurity is certainly one of our charitable focus areas and to maximize the impact to those in need, Longo's will match the donations on *April Foods Day*, pound for pound.”

According to a report conducted by the Daily Bread Food Bank, food bank visits are up 9% year-over-year, with 2017 visits hitting 2010 economic recession levels. Visit your local Longo's location on Saturday afternoon to help fight hunger in Southern Ontario and meet some of your favourite Corus personalities. Remember, *April Foods Day* is no joke.

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## **About Corus Feeds Kids**

Corus Feeds Kids is Corus Entertainment's corporate philanthropic initiative. Launched in 2012, the national program is dedicated to nourishing the bodies and minds of Canadian children, supporting their healthy development and long-term success.

## **Global News is part of the Corus Entertainment Network.**

## **About Corus Entertainment Inc.**

**Corus Entertainment Inc.** (TSX: CJR.B), a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](http://www.corusent.com).

## **About Longo's**

A family-owned organization, Longo's first opened its doors in Toronto in 1956 and now boasts 30 stores across the GTA including 5 small format "The Market" by Longo's. Grocery Gateway, the leader in online sales of home delivered groceries, is owned and operated by Longo Brothers Fruit Market Inc. since 2004. Inspired by their Founders and their commitment to a Fresh Tradition, the Longo's team hand selects fresh produce for its stores six days a week. Longo's food experts are dedicated to exceeding customer expectations by offering the best food experience and a great value to every customer, every time by providing Fresh & Unique Offerings, Everyday Foods & Groceries, Services for Ease, Education and Ideas.

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