

FLAVOUR NETWORK AIMS TO RAISE ONE MILLION MEALS FOR PEOPLE IN CANADA FACING FOOD INSECURITY IN SUPPORT OF FOOD BANKS CANADA

Festive Meals, Full Hearts Campaign Launches Nationwide Today with
Multiplatform Fundraiser Spanning TV, Radio, and Social

Swiss Chalet® Joins as the Official Restaurant Partner



Watch the *Festive Meals, Full Hearts* Campaign Promo [Here](#)

Download Additional Campaign Assets [Here](#)

For Immediate Release

TORONTO, October 6, 2026 – Flavour Network, a Corus Entertainment Inc. property, together with Food Banks Canada announced today a new, nationwide campaign serving to raise one million meals* for people in Canada facing food insecurity. The campaign is powered by Flavour Network's reach across Canada and amplified by Corus' extensive megaphone of assets across TV, radio, and social with the support of the campaign's official restaurant partner, Swiss Chalet®. As food insecurity reaches record levels in Canada, food banks are seeing nearly 2.2 million visits each month, including 700,000 visits from children. In response to this growing need, Food Banks Canada continues to deliver critical support nationwide, distributing 324 million pounds of food valued at \$1 billion and investing \$275 million in communities across the country.

"At Corus, we have the privilege of connecting with millions of Canadians every day through the stories and content they care about," said Jennifer Abrams, SVP Content & Marketing, Corus Entertainment Inc. "With the power of Flavour Network's platform, we are proud to leverage our connection to Canadians in support of Food Banks Canada, helping shine a light on the growing issue of food insecurity and encouraging Canadians to make a difference while reinforcing the power of communities coming together for those in need."

The partnership sees Corus leverage promotional inventory value across assets to drive awareness and generate donations. The campaign features custom promotional assets, including a TV spot featuring Flavour Network stars Eden Grinshpan (*Top Chef Canada*, *Top Chef Canada: The Dessert Table*) and Mark McEwan (*Top Chef Canada*), Colin Asuncion (*Halloween Bakeshop*, *Holiday Bakeshop*), *The Morning Show*'s Carolyn MacKenzie and Jeff McArthur, Q107's Fred Kennedy, and Global News' Anthony Farnell alongside Storm the Weather Dog.

“As food bank visits reach historical levels across the country, meeting the growing need requires all of us to come together,” said Kirstin Beardsley, Chief Executive Officer, Food Banks Canada. “We are so grateful to Flavour Network and its participating partners for helping raise awareness and inspire action from so many. We are equally thankful to the people across Canada who choose to donate. Whether it pays for food, refrigeration, transportation or other costs, every dollar contributes to a collective effort that helps food banks provide vital support to people facing food insecurity.”

Further fueling the campaign is official restaurant partner Swiss Chalet®, collecting non-perishable food donations at 176 locations across the country. Each restaurant is matched with a local charity partner, to ensure the Guest and Teammates are giving back to their own community. The partnership extends beyond in-restaurant donation boxes, with more than two million specially-designed Festive Special® takeout boxes raising awareness for the *Festive Meals, Full Hearts* campaign throughout the holiday season.

“For over 40 years the Festive Special® has marked the start of the Canadian holiday season” said Beatrice Robertson, Vice President Marketing at Swiss Chalet. “At Swiss Chalet, our purpose is to set the table for Canadian families to create memories that last a lifetime. Our local Franchisees and Teammates are proud to partner with Flavour Network and Food Banks Canada to help give back and share the warmth of a meal together.”

Festive Meals, Full Hearts runs now through December 31, 2026. For every \$1 donated, Food Banks Canada can provide two meals to those in need. Donations can be made online by visiting flavournetwork.ca.

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*Based on Food Banks Canada’s meal metric, \$1 = 2 meals.

Social Media:

Follow Flavour Network Facebook: facebook.com/flavournetworkca

Follow Flavour Network Instagram: @flavour.network

Follow Flavour Network Pinterest: @flavournetwork

Follow Flavour Network TikTok: @flavour.network

Subscribe to the Flavour Network YouTube: youtube.com/@FlavourNetworkCa

Facebook: facebook.com/FoodBanksCanada

Instagram: @foodbankscanada

LinkedIn: @FoodBanksCanada

YouTube: @FoodBanksCanadavideos

Flavour Network is a Corus Entertainment Network.

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops, delivers and distributes high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company’s portfolio of multimedia offerings encompass 25 specialty television services, 36 radio stations, 15 conventional television stations, digital and streaming platforms, and social digital agency and media services. Corus’ roster of premium brands includes Global Television, W Network, Flavour Network, Home Network, The HISTORY® Channel, Showcase, Slice, Adult Swim, National Geographic and Global News, along with streaming platforms STACKTV, TELETOON+, Vivéo, and Curiouscast. For more information visit www.corusent.com.

About Food Banks Canada

Food Banks Canada is the leader in addressing food insecurity in Canada. Our mission is to provide national leadership to relieve hunger today and prevent hunger tomorrow in collaboration with the food bank network from coast to coast to coast. For over 40 years, food banks have been dedicated to helping people living in Canada with food insecurity. Over 5,500 food banks and community organizations come together to serve our most vulnerable neighbours, who — this year — made close to 2.2 million visits to these organizations in one month alone, according to our HungerCount report. Since 2010, Food Banks Canada has shared over \$1.2 billion in food supports and over \$292 million in funding to help strengthen the food bank network to meet demand and improve access where it's needed most—while, backed by leading research, advocating for meaningful actions from governments to counter hunger and its root causes. Our vision is clear: to create a Canada where no one goes hungry. Visit www.foodbankscanada.ca to learn more.

About Swiss Chalet®

Swiss Chalet was founded in 1954 with 176 locations across Canada under the operation of RECIPE Restaurant Group. As an iconic Canadian brand, Swiss Chalet prides itself in bringing Canadian families together for mealtime by serving real, delicious and wholesome comfort food. The Brand is known for its iconic Swiss-inspired Rotisserie Chicken served with Signature Chalet Dipping Sauce. For more information, visit SwissChalet.com.

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