

THINK TURKEY™

Think Turkey Rallies Canadians to Cheer on Canada's Ultimate Home Game

Iconic sports voices Joe Bowen and Michel Lacroix bring the play-by-play as Think Turkey celebrates the traditions, Turkey Trots and turkey that make up the Canadian Thanksgiving season

Toronto, ON – September 23, 2026 – This Thanksgiving, Think Turkey is bringing game-day energy to one of Canada's most beloved traditions with **Cheer on Canadian Thanksgiving**, a new national campaign celebrating Canadian Thanksgiving as our ultimate home game and Canadian turkey as the winning choice for the table.

Leading the action are two of the country's most recognizable sports voices, **Joe Bowen and Michel Lacroix**, who bring their unmistakable play-by-play energy to familiar Thanksgiving moments across three new 15-second English and French spots. From announcing the Thanksgiving lineup full player introductions, to calling turkey's arrival as the main event and proving there's still plenty to cheer for when turkey leftovers go into overtime, Bowen and Lacroix give Canadian Thanksgiving the full game-day treatment, with **Canadian turkey as MVP of the table**.

And every home game needs an anthem. Canadian band **Down With Webster** brings *Time To Win* to the campaign, setting the soundtrack for a simple Thanksgiving truth: when you choose Canadian turkey, you've already made the winning play.



Think Turkey Cheers on Canadian Thanksgiving.



Think Turkey Rallies Canadians for Canada's Ultimate Home Game.

"Whether you're home or away, Thanksgiving can feel a lot like game day. Both are built around traditions and moments that bring people together," said Joe Bowen. "I've called some exciting games over the years, and I'm thrilled to call Canada's ultimate home game and cheer on Canadians this Thanksgiving."

From the Starting Line to the Thanksgiving Table

One tradition Think Turkey is putting in the spotlight this year is the **Thanksgiving Turkey Trot**, with the **Think Turkey Trot Locator** helping Canadians find Thanksgiving runs happening in communities across the country. From family-friendly fun walks to charity runs and community races, Turkey Trot events give Canadians another way to get outside, get together and get into the Thanksgiving spirit before gathering around the table for the main event.

And it's a tradition with history. Vancouver's Granville Island Turkey Trot dates back to 1999 and now attracts more than 2,000 participants, while the Toronto Orienteering Club traces its annual Turkey Trot back to around 1982. The Turkey Trot Locator brings those traditions together in one

place, making it easier for Canadians to find a Turkey Trot event near their own Thanksgiving celebrations.

"Thanksgiving isn't just one meal on one day. It's a whole season we get to look forward to," said Darren Ference, Chair, Turkey Farmers of Canada. "The traditions, the homecoming, the preparation, the Turkey Trots and finally everyone gathering around the table are all part of what makes Canadian Thanksgiving special. We want to cheer Canadians on to get into all of it."

Make the Winning Play

The national, bilingual campaign will run across TV, digital, social and retail, rallying Canadians to bring their Thanksgiving A-game, choose Canadian-raised turkey and support more than 510 turkey farming families across the country.

From a traditional whole turkey with all the fixings to tender cuts and shareable spreads, Canadian turkey gives Canadians plenty of ways to make Thanksgiving their own.

"When you choose Canadian turkey for Thanksgiving, you're making a winning choice twice," said Nicolas Paillat, Director, Chicken and Turkey Primary Processing Sectors. "You're putting the MVP of the Thanksgiving table on your menu while supporting Canada's turkey processors and the more than 510 farming families across the country who help make the celebration possible."

Visit ThinkTurkey.ca to discover Thanksgiving ideas, recipes and tips, and explore the [Turkey Trot Locator](#) to find a run near you.

About Think Turkey

Turkey Farmers of Canada, in partnership with the Canadian Poultry and Egg Processors' Turkey Primary Processing Sector Members, launched Think Turkey™ / Pensez Dindon^{MC} in 2019, a national, bilingual campaign aimed at boosting turkey consumption. The marketing program includes advertising, digital, retail, PR, influencer and paid social initiatives, focused on engaging primary meal planners, raising awareness of turkey's nutritional benefits, and driving year-round demand for Canadian turkey.

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