

Turkey Farmers and Processors of Canada introduce The Wishbone Project



THE WISHBONE PROJECT

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Turkey Farmers of Canada (TFC) →

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Because now is the time for Canadians to pull together

TORONTO, April 16, 2020 /CNW/ - At this critical time, Canada's turkey farmers and processors are coming together to launch The Wishbone Project.

"The Wishbone Project is how Canada's turkey sector, farmers and processors are giving back and helping out locally, provincially and nationally through donations of funds and food," said Darren Ference, Chair, Turkey Farmers of Canada.

As its first initiative, The Wishbone Project will donate \$50,000 to Kids Help Phone to ensure young people can reach out for help during the COVID-19 Pandemic.

With social distancing and school closures across the country, young people have less access to counsellors and resources than ever. For many, Kids Help Phone is the only place they can turn for support during this unprecedented time.

"For many young people and adults, their schedules and routines have changed dramatically with schools closed and forced self-isolation with many left unable to access mental health supports," said Katherine Hay, President and CEO, Kids Help Phone. "Since the pandemic started mid-March, Kids Help Phone has experienced a nearly 400 per cent increase in calls/texts related to COVID-19. We are truly grateful to The Wishbone Project for supporting the organization during a critical time."

In addition, The Wishbone Project will also empower community heroes like local chefs across the country who are tackling food insecurity, and \$25,000 in additional funds have been allocated for distribution to these causes.

"The more The Wishbone Project can support communities in need or at risk, the less our fellow Canadians have to worry," says Jean-Michel Laurin, President and CEO, Canadian Poultry and Egg Processors Council.

About Kids Help Phone

Kids Help Phone is Canada's only 24/7 national service offering professional counselling, information, referrals, and volunteer-led text-based support for young people. Kids Help Phone's free, anonymous services are available in both English and French.

About The Wishbone Project/Le Projet Dindons

The Wishbone Project/Le Projet Dindons is the national umbrella for giving for the Turkey Farmers of Canada and the Turkey Primary Processors Sector of the Canadian Poultry and Egg Processors Council (CPEPC). Through monetary and food donations, The Wishbone Project will empower local, provincial, and national community initiatives.

To learn more, please visit <https://canadianturkey.ca/the-wishbone-project/>

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SOURCE Turkey Farmers of Canada (TFC)