



For Immediate Release
March 3, 2003

**Hold the Phone!
Your Used Cell Phone Could Equal A Carton Of Milk,
A Jar Of Peanut Butter Or An Entire Meal**

Toronto — The Canadian Association of Food Banks (CAFB) and national sponsors Petro-Canada and Purolator officially launched the Phones-for-Food project today. This innovative fundraising program recycles used cell phones to generate new funds for food banks.

Phones-For-Food, which is an extension of the successful thINK FOOD program, is an ongoing initiative that is being kick started with a Phone Drive for the month of March. Participation in the program is easy and free. Businesses, offices and community groups are encouraged to sign up and receive a collection kit. Drop-off sites are also available for those who only have one or two phones to donate. Register on-line at www.phonesforfood.com or phone 1-888-271-3641 for more information.

“Over 700,000 people turn to food banks every month in Canada,” said Charles Seiden, Executive Director, CAFB. “Phones-for-Food is an easy way for the public to help address growing hunger issues. The program supports community food banks and diverts harmful waste from landfills at the same time.”

“Having been the Lead National Sponsor of the thINK FOOD project for the last two years, we’re excited to extend our relationship with CAFB in this creative initiative,” said Phil Churton, General Manager, Central Region Wholesale/Retail, Petro-Canada. “People can protect the environment and help address the hunger issue – I can’t think of two better reasons to get involved.”

“Purolator is extremely pleased to contribute to the Phones-For-Food program as the national shipping sponsor for pick-up, delivery and return of thINK FOOD recycling bins,” said Ed Borkowski, Public Relations Manager at Purolator. “We are delighted to offer the services of our national delivery network and retail centres to help thINK FOOD and the CAFB generate funds and manage national food distribution in an effort to alleviate hunger in Canada.”

The Canadian Association of Food Banks is the umbrella organization for food banks, representing over 250 member food banks across Canada. CAFB members serve 90% of the people accessing emergency food relief in Canada. In March of 2002, 748,000 people turned to food banks for an emergency supply of groceries. In that same month, over 2 million meals were served to Canada’s hungry through meal programs, breakfast clubs, shelters and hostels.

Petro-Canada is one of Canada's largest oil and gas companies, operating in both the upstream and downstream sectors of the industry in Canada and internationally. Its common shares trade on the Toronto Stock Exchange under the symbol PCA and on the New York Stock Exchange under the symbol PCZ.

As Canada's leading overnight courier company, Purolator Courier Ltd. of Mississauga, Ontario is committed to making shipping the easiest part of the day for its customers. From automated solutions to 24 hour pick up and delivery, Purolator provides customers with the services and customized solutions required to get their shipments across town or around the world. Purolator operates Canada's largest dedicated air express fleet. Purolator has an extensive service network, with over 13,000 employees, including more than 4,000 couriers, over 140 operations locations, over 170 Shipping Centres, over 490 Authorized Shipping Agents and more than 480 drop boxes. Purolator processes over 5.5 million pieces (delivery and pick up) each week for destinations across Canada and around the world.

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