

eTalk's Tanya Kim and Campbell's Soup help the underprivileged spell success

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Dear Mr. Sniffen,

Too many children in Toronto are not provided a meal for lunch or even supper before bed, in this city of plenty. This basic necessity which has been found to be a luxury to some is the alarming and unfortunate reality of four of every ten students in the Toronto public school system according to Statistics Canada.

Like our loved ones, these children are beacons of the future; they however are not being given the fair opportunity to make the most of their educational experience. When a child is hungry and bogged down by the harsh realities of life brought forth by lack of provision and domestic pressure due to financial inadequacy, not only does this produce a lethargic and irritable student it also diminishes the child's self-esteem within the very crucial 5-12 year old stage of development.

Tanya Kim of Canada's #1 entertainment news program "CTV eTalk" has partnered with Campbell's Soup and the Public Health Agency to spell success for these underprivileged children. The needed social campaign will be based within elementary schools across Toronto which are close to depressed or low-income communities as well as schools known to the Public Health Agency as institutions of concern with regards to childhood nutrition.

Campbell's will utilize it's well known brand as a platform to address childhood nutrition by issuing FREE Campbell's products to these schools along with pamphlets addressing both techniques and benefits of nutrition, exercise and a healthy diet. Leveraging Tanya Kim's fame

and physique as a model of good health, Tanya will speak on the importance of nutrition as a “Success Ambassador” who is a successful product of the Toronto public school system. She will be the public relations face for the campaign who will speak to the children on the importance of striving for their dreams beyond the seemingly restrictive odds placed before them.

In tandem with your article of November 17th, 2008 speaking about one in eight Americans struggling to feed themselves and their children, I thought your readers may find it interesting that here in Toronto we are struggling with the same issue. Leveraging their notoriety as a childhood favourite, partnering with Tanya Kim as a motivational speaker and the Public Health Agency as an informed facility Campbell’s is utilising the spelling fun brought forth by their Alphabet Soup to help the underprivileged spell success, spell success in these difficult times job-loss, rising prices and recession.

Thank you for your time and consideration

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