



**2007 Thanksgiving Food Drive Kicks-Off
Please Set An Extra Place At Your Table**

For Release --- September 26, 2007

“Remember to set an extra place at your table by helping us reach our goal of 350,000 lbs of food,” was the reminder given to community supporters, volunteers, staff, and agency representatives gathered to officially kick-off the 2007 Thanksgiving Food Drive at The Food Bank of Waterloo Region. Local business Crown Courier helped kick off the annual Thanksgiving Food Drive with the first delivery of donated food. Crown has donated their services to help the Thanksgiving Food Drive for over 8 years.

The food collected during the drive will help The Food Bank of Waterloo Region’s 67 member agencies and community food programs through the fall and into the winter months to provide food assistance where it is needed.

“This is a prosperous community and a very caring community,” said Wendi Campbell, Executive Director of The Food Bank. *“Residents who need our help due to a variety of circumstances will get help because of the many ways this community chooses to set an extra place at their table. Whether it be organizing a food drive, making a donation at the grocery store, a cash donation on-line or sharing their time or services, every contribution helps make this a great place to live!”*

Three pace-setting food drives were recognized at the Food Drive Kick-off. They each have a history of highly successful food drives:

- Mary Johnston Public School holds a food drive in the school as well as their annual fun run. The fun run involves students from approximately 20 schools participating in a cross country run. Each entrant brings a non-perishable food donation. Since 1997 the school has raised well over 21,000 lbs of food!
- The Golden Triangle Sikh Association has set a goal of raising 10,000 lbs and \$1,100 for The Food Bank this fall.
- Over the last five years Conestoga-Rovers & Associates have donated over \$73,000 through their creative fund raising drives.

Food donations can be made at any local grocery store, fire hall or at The Food Bank. Foodraising and fundraising events, including the Onkel Hans Food Drive during the Oktoberfest Thanksgiving Day Parade will be held between now and October 10th. Businesses, places of worship, schools and organizations are also encouraged to coordinate food drives on behalf of The Food Bank of Waterloo Region.

Cash donations are important for acquiring and distributing the 3 million pounds of food needed each year. For each \$1 donated The Food Bank is able to provide over \$8 worth of emergency food. Donations can be made on-line or by calling The Food Bank.

For more information on how to support the Thanksgiving Food Drive, please contact The Food Bank of Waterloo Region at [519] 743-5576 or online at www.thefoodbank.ca .

- 30 -

For more information, please contact
Ruth Friendship-Keller, Community Partnerships Manager
Tel: [519] 743-5576, extension 225 Email: ruthf@thefoodbank.ca