



MEDIA RELEASE

Bridgeport Public School Kicks Off 2010 Fall Food Drive

For Release --- September 27, 2010

Student presenters at Bridgeport Public School introduced the fall food drive by representing some of the 28,000 people who need to access emergency food assistance.

"I am the voice of a child who wouldn't have enough food to eat without help from our community. My Mom would keep me home from school some days because she couldn't give me a lunch. I don't like to miss school but I feel bad when everyone else is eating lunch and I have nothing. With the help of food programs I don't have to worry about missing lunch."

Colin Read's grade 6 class is leading the school's One Ton Challenge to help The Food Bank of Waterloo Region raise the 375,000 lbs of food needed this fall.

"The students have worked hard planning the kick off assembly and are looking forward to our school raising 2,000 lbs of food for The Food Bank. That's about 5 lbs per student," said Read. *"Using the food drive with our math, writing, art and media studies curricula has not only given the class real life applications but also raised their understanding of our community."*

Over the summer months the need for food assistance has continued while donations to The Food Bank dropped off due to vacations and other activities. The shelves at The Food Bank are showing many gaps. Of particular need are peanut butter, rice, canned meat and fish, beans in sauce and canned fruit.

"The recession has pushed people into poverty who wouldn't have expected to ever need help," said Wendi Campbell, Executive Director of The Food Bank of Waterloo Region. *"The economy is still turbulent and we are receiving more calls for food assistance. The agencies we are servicing are still helping more people than in the pre-recession years. Support from schools like Bridgeport, companies and other groups will be critical to meeting the need this year."*

The food collected during the drive will help The Food Bank of Waterloo Region's 76 member agencies and community food programs as well as the other members of the Waterloo Region food assistance network to provide food assistance where it is needed through the fall and into the winter months.

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 all over the Region. Businesses, places of worship, schools and organizations are encouraged to organize and register their food drives.

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 distribute over \$8 worth of emergency food. Donations can be made on-line at www.thefoodbank.ca or by calling The Food Bank at 519-743-5576.

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

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For more information please contact

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