

MEDIA RELEASE

Students Kick Off Fall Food Drive with a Flash!

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The lyrics to the Beatles hit “Help” resonated with the second year Recreation & Leisure Services students at Conestoga College. In particular “Help me get my feet back on the ground. Won’t you please, please help me?” rang true as they thought about those in our community needing food assistance.

“Asking for help can be the hardest thing in the world,” said one student. “We wanted to help get the message out to the community so everyone can get their feet back on the ground. It isn’t hard to give some food or money and it makes a big difference in people’s lives.”

“It was exciting seeing the students integrate the principles of Marketing, Volunteer Management and Administration through this project as well as have a positive impact on our community,” said Angela Brayham, Instructor in Recreational & Leisure Services, discussing the recent flash mob for the food drive. “The flash mob gave our students the opportunity to partner with the media and broadcasting students on campus to put theory into practice.”

“Our goal is to raise 375,000 lbs in total for the Region. We are grateful to the Recreation & Leisure Services students and instructors at Conestoga College for their help getting the word out,” said Wendi Campbell, Executive Director of The Food Bank of Waterloo Region. “This food drive goal includes the targets set by our partners in the food assistance network Cambridge Self-Help Food Bank, Wilmot Family Resource Centre and Woolwich Community Services.

Food donations can be made at any local grocery store, fire hall or at The Food Bank. Food raising and fundraising events, including the Mayor’s Luncheon on Oct. 6 in Waterloo, Grillefest on Oct. 7 in Kitchener, the Twin City Predators Football Game at University Stadium on Oct. 8 and 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. Information on how to support the Fall Food Drive can be found at www.thefoodbank.ca or by calling The Food Bank at 519-743-5576.

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For more information please contact

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