



MEDIA RELEASE

So No One Goes Hungry...Fall Food Drive Underway

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Most Canadians are living paycheque to paycheque according to a recent survey by the Canadian Payroll Association (www.cpa.ca). Fifty-seven per cent said they would be in dire financial circumstances if their pay was delayed by even one week.

"This survey helps illustrate what our agencies and food programs are seeing," said Wendi Campbell, Executive Director of The Food Bank of Waterloo Region. *"People don't have a lot of savings to fall back on and the longer the economic recovery takes the more people will need assistance. The goal for this food drive is to raise 375,000 lbs in total for the Region to ensure no one goes hungry."*

The food collected during the drive will help The Food Bank of Waterloo Region's 71 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. The regional goal of 375,000 lbs includes the targets set by Cambridge Self-Help Food Bank, Wilmot Family Resource Centre and Woolwich Community Services as well as The Food Bank of Waterloo Region.

Food donations can be made at any local grocery store, fire hall or at The Food Bank. Food raising and fundraising events will be held all over the Region, 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. 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 .

- 30 -

For more information please contact

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