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MEDIA RELEASE
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Neighbours DIG IN to help neighbours all over Waterloo Region

“Today’s DIGIN results went beyond all of our expectations. Our goal to engage the community was successful and evident in all parts of the Region. Thank you Waterloo Region for your ongoing support and commitment to helping our neighbours in need,” said Wendi Campbell, Executive Director of The Food Bank of Waterloo Region as the last volunteers enthusiastically reported their site results.

The Food Bank of Waterloo Region and Cambridge Self-Help Food Bank worked together to ensure the DIG IN message was heard. In total, 40 sites with volunteer teams from local businesses, service groups, sports teams and schools raised 122,950 lbs of much needed food donations.

“We know that our two food banks will continue to distribute 25,000 lbs each week to our agencies and food programs through the summer months despite the seasonal drop in donations,” said Pat Singleton, Executive Director of Cambridge Self-Help Food Bank. “Seeing the community come together for this one day food drive is inspiring.”

Neighbours helped neighbours by collecting food donations door to door, purchasing extra food while doing their grocery shopping, and bringing donations to many sites around the Region. 500 volunteers greeted thousands of people in Waterloo Region today who were able to DIG IN despite the rain.

Combined with totals from other spring events and campaigns the Food Banks are confident that they will have adequate supplies to support over 100 agencies and programs through the summer months. Additional donations are still expected to come in over the next few weeks. The Food Bank of Waterloo Region will announce their grand total on May 31 at an event celebrating National Hunger Awareness Day.

For more information on how to volunteer or support food banks please contact The Food Bank of Waterloo Region at [519] 743-5576 or online at www.thefoodbank.ca or the Cambridge Self-Help Food Bank at 519-622-6550 or online at www.cambridgefoodbank.on.ca.

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