



MEDIA RELEASE – Help Families Have the Food They Need
For Release – December 12, 2011

It takes both food and funds to help the 26,500 people needing food assistance in the Region. There are lots of opportunities to support The Food Bank of Waterloo Region in its role of serving 73 food programs in Waterloo Region...so no one goes hungry. Financial donations can be made online at www.thefoodbank.ca. Electronic gift cards are available online. A gift of \$20 helps The Food Bank provide food for a family of four for four days.

“There are many parts to the holiday food drive. All of the components will come together to help our community...so no one goes hungry,” said Wendi Campbell, Executive Director of The Food Bank.

The KW Bilingual School has produced their 6th CD of holiday music with proceeds for The Food Bank. The CD is \$20 and available from KW Bilingual School 600 Erb St. W., Canaccord Capital Uptown Waterloo 101-80 King. St. S. and The Food Bank, 50 Alpine Court, Kitchener.

Many companies are raising food and funds for The Food Bank as part of their holiday celebrations. Manulife is in the spirit of the season with their food sorting challenge this week at The Food Bank plus raising funds through dress down days and a food for friends luncheon. Brock Solutions holds a competitive, creative food drive each year raising thousands of pounds of food, focusing on the most needed items at The Food Bank: peanut butter, canned meat or fish, canned fruit, rice, beans in sauce, hot or cold cereal, macaroni & cheese.

Food donations are welcomed at all grocery stores in Waterloo Region as well as at The Food Bank, 50 Alpine Court, Kitchener. Sobeys at Ira Needles is holding Cram An Army Truck this weekend Saturday 10-3 pm and Sunday 12 – 4 pm. Members of the Canadian Armed Forces will be on hand to accept donations to fill the truck.

Veterinarians are asking the community to remember family pets when they drop off a donation of food, recognizing that a pet may be the one constant in a person’s life to keep them going through a rough time.

“By working together we can be sure families in the Region can have the food they need for the holidays and the rest of the winter,” said Campbell.

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For more information, please contact
Ruth Friendship-Keller
Community Partnerships Manager
The Food Bank of Waterloo Region
519.743.5576 ext.225 ruthf@thefoodbank.ca