

MEDIA RELEASE

Food Bank short of Holiday fundraising goal

(For immediate release) The Food Bank of Waterloo Region – like many low income individuals and families in the community – is struggling to raise money this holiday season. The Food Bank needs to raise \$50,000 before the end of the year in order to meet its seasonal fundraising objective.

“We recognize that most of us are extremely busy especially at this time of year juggling work and family commitments”, says Sean Strickland, Executive Director of The Food Bank of Waterloo Region. “It may be that people just haven’t had the time to make a donation to the Food Bank. A fifty dollar donation will go a long way to helping feed a struggling family during the holiday season.”

The Food Bank estimates it will distribute approximately 225,000 lbs. of food during December, helping feed an estimated 10,000 different individuals. Almost half are children under the age of 18. A gift at this time will also help the Food Bank provide food for individuals and families who will need it in January, February and March

“We would encourage individuals to make their donation before the end of the year”, says Patricia Holmlund, Director of Development. “For all the donations postmarked before December 31st, the Food Bank will provide a charitable donation tax receipt for 2002.”

The Food Bank of Waterloo Region will be open on the following days during the holidays:

December 27 th	8 am – 1 pm
December 30 th	8 am – 1 pm
December 31 st	8 am – 12 pm
January 2 nd	8 am – 4 pm
January 3 rd	8 am – 4 pm

NOTE: Staff and volunteers will be sorting food in the Food Bank on Friday December 27th between 8 am and 1 pm for photo and interview opportunities.

For more information, please contact:

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