



## Help The Food Bank Make Every Plate Full this Summer

*The Food Bank of Waterloo Region is raising food and funds to continue providing essential food support over the summer months.*

**Kitchener – April 28, 2016** – In its second year, the #EveryPlateFull campaign, is once again urging Canadians to address the 26,548,725 summer meal gap that is facing Canadians struggling with hunger. The Food Bank of Waterloo Region’s Every Plate Full Campaign aims to raise food and funds to provide 95,000 meals.

Food donations are at their lowest from June to August, and The Food Bank’s shelves often go close to empty at a time when the need doesn’t diminish. The #EveryPlateFull campaign aims to raise awareness of the continued need for support while asking residents to join the movement and help raise the essential food and funds to get the organization through this challenging period.

“One in 20 households in our community will have a really difficult time accessing enough food during the summer months,” says Wendi Campbell, Executive Director of The Food Bank of Waterloo Region. “Our community can ensure no one’s plate has to be empty.”

Between May 1<sup>st</sup> and June 4<sup>th</sup>, over a period of 35 days, The Food Bank will be providing 35 stories showing how this community works together to feed neighbours to inspire the community to ensure no one will go hungry this summer.

There are lots of ways to get involved:

- Support local initiatives like
  - [Liaison College is dedicating their May 17 Chef's table](#) to The Food Bank
  - [Deli-Works is offering a rewards program to help raise funds](#)
- Spread the word on social media using #EveryPlateFullWR
- Start a campaign page at [everyplatefull.ca](http://everyplatefull.ca) to encourage donations from friends, family and peers
- Make a monetary donation through [everyplatefull.ca](http://everyplatefull.ca) to The Food Bank of Waterloo Region.
- Organize a food & fund drive [thefoodbank.ca](http://thefoodbank.ca)

With every dollar donated during #EveryPlateFull, The Food Bank is able to provide three meals to people in need. Summer is a time to enjoy the good weather and holidays but sadly hunger will not be on the radar of most Canadians.



### **About The Food Bank of Waterloo Region**

The Food Bank of Waterloo Region is a charitable organization whose mission is “Through community partnerships, we obtain and distribute emergency food from our neighbours for our neighbours.” One in twenty households in Waterloo Region need food support each year. Half of these are families with children. More information about The Food Bank can be found at [www.thefoodbank.ca](http://www.thefoodbank.ca).

### **About Every Plate Full**

Every Plate Full ([everyplatefull.ca](http://everyplatefull.ca)) held its inaugural year in 2015 with the goals of raising much needed food and funds to cover the summer months when shelves often go bare at a time when 913,000 are struggling to put food on the table.

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