

# Full bellies = **HAPPY HEARTS**

July 1 - August 31

## Social Media Resources

Thank you for joining the Full Bellies. Happy Hearts. one million meal challenge! This is about the community coming together to help the 33,355 people – 36% of whom are children under the age of 18 – accessing food assistance in Waterloo Region.

We've created some resources to assist you in spreading the word about your participation. Sample social media posts have been provided below for you to post across your social networks. Sharing these posts is a great way to let your network know you're participating and ask them to join the challenge.

## How to Use a Sample Post

- Visit [thefoodbank.ca/fullbellies](http://thefoodbank.ca/fullbellies) to download one of the sample images below.
- Upload the photo to your Instagram, Facebook, Twitter, or your preferred social platform.
- Copy and paste the sample text from below (or write your own) and post!
- Be sure to use #FullBellies and tag @FoodBankWatReg in any messages you share.



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July 1 - August 31

I joined the  
1 million meal  
challenge

Matching gifts to Full Bellies. Happy Hearts. provided by  
Allan Bush of CIBC Wood Gundy, Waterloo



### Sample Text:

This summer, I am supporting @FoodBankWatReg's Full Bellies. Happy Hearts. one million meal challenge to ensure no one goes hungry during this crisis - and beyond. Join me at [thefoodbank.ca/fullbellies](http://thefoodbank.ca/fullbellies) #FullBellies #FeedWR #AllanBushCIBC

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