

## **‘Christmas in August’ Food Drive To Help Vastly Depleted Food Stocks At Vancouver Food Bank**

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### **For Immediate Release**

**August 25, 2009, Vancouver** – With a huge depletion of perishable food items - more than 10,000 fewer pounds of cans and jars over the past nine months - the Greater Vancouver Food Bank Society is hoping a three-day initiative starting tomorrow by local junk removal company 1-800-RID OF IT will help restock the Food Bank.

Last year’s inaugural ‘Christmas in August’ food drive raised dwindling stocks by 800 pounds. However, this year, the situation is far worse says Cheryl Prepchuk, CEO of the Greater Vancouver Food Bank Society, which delivers food each week to depots in Vancouver, New Westminster, Burnaby and the North Shore.

“We’re down more than 10,000 pounds of perishable food items this year,” said Prepchuk. “More people are coming to us and less people are giving – it’s a reflection of the times.”

Because school is out and children no longer have access to breakfast or lunch programs, demand often increases in the summer. But in addition to the summer demand, the number of people visiting food banks has increased more than 10 per cent since January, while donations are down 10% compared to this time last year.

1-800-RID-OF-IT, with a fleet of five trucks in Vancouver, is offering to pick up non-perishable food donations from residences across Vancouver and the North Shore tomorrow, August 26, 27 and August 28, free of charge. The company will deliver the food donations to the Food Bank’s main distribution center.

Starting tomorrow morning, the trucks will be stationed at busy intersections across Vancouver blasting Christmas carols to raise awareness.

“We’re hoping to inspire people with a summer sense of Christmas goodwill,” says Mike McKee, President of 1-800-RID-OF-IT “It doesn’t take too much effort to call us to come and get those extra cans of tuna and nay beans.”

The Food Bank, which receives no government funding, feeds up to 25,000 people each week, with 40 per cent being children. For a free pick-up tomorrow or Thursday or Friday, the number to call is 1-800-743-6348.

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### **For more information, please contact:**

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