



Media Release

For Immediate Release: November 16, 2007.

Help Drive Away Hunger!

Ottawa, ON – The Ottawa Food Bank is challenging local businesses and organizations to join their Drive Away Hunger Campaign by holding a food drive this holiday season.

“This is an especially important campaign, as food raised during the holiday season will not only help those in need in November and December, but non-perishable food donations will help stock our shelves so we can also feed those less fortunate in January and February,” says Peter Tilley, Executive Director of The Ottawa Food Bank.

Participation is easy – organizations are asked to register online at www.theottawafoodbank.ca; from there, The Food Bank will provide boxes and posters, as well as pick up the food donations between December 13 and 21.

As an added incentive, organizations who register their food drive as part of Drive Away Hunger will have the chance to have a company photo featured in the Drive Away Hunger advertisement in the Ottawa Business Journal.

Through its 130 Member Agencies, The Food Bank helps 40,000 people each month, 40% of whom are children. Organizations like The Mission, Shepherds of Good Hope, men’s and women’s shelters, school meal programs, and emergency grocery programs benefit from the 12 tons of food that leaves The Food Bank warehouse each and every working day.

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Peter Tilley
Executive Director
The Ottawa Food Bank
613- 745-7001 | 613-913-4633