



THE FOOD BANK
LA BANQUE D'ALIMENTATION

Media Release

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Food Bank Fears The Beef Will Run Out

(Ottawa, ON) – Ottawa residents are invited to come down to Festival Plaza on May 30 for the fourth annual Food Aid Day. The event supports The Ottawa Food Bank's Food Aid program; funds raised for Food Aid are devoted to purchasing and processing beef from local farmers. The program adds nutritious protein to the diets of needy families while boosting the domestic market for cattle.

The big draw of this year's event is The WORKS' BBQ from 11am-2pm – for \$10 patrons will receive a special Food Aid Burger, a bag of chips, a drink and a \$5-off coupon for Capital Beef, The Food Bank's second annual cookbook in support of Food Aid. 100% of money raised through the BBQ and the cookbook will go towards buying beef for the most vulnerable in our community.

This year's goal is \$150,000 to fund the beef purchasing and processing program for a full 12 months. Past years haven't quite raised enough to cover the program for a full year, but The Food Bank has been able to allocate other resources to ensure that ground beef is a staple item for families and individuals in need of emergency food.

This year however, with the cost of many food staples sky-rocketing and emergency food needs on the rise, the Food Aid program needs more support than in previous years. "It will make a huge impact on our beneficiaries if we have to cut back the amount of ground beef we distribute," says Kalpana Robbins, Corporate Relations Manager at The Food Bank. "It's the most-requested item by our Member Agencies and one of the most nutritious items we have available." Donations can be made to Food Aid onsite at Festival Plaza, online at www.theottawafoodbank.ca, or by calling 613-738-CFRA (May 30 only) or 613-745-7001.

The highlights of Food Aid Day 2008:

- 9am-1pm: CFRA broadcasts live from Festival Plaza
- 10:30am: Celebrity Milking Competition, round 1 (**Mrs. Laureen Harper competing**)
- 11am-2pm: The WORKS BBQ
- 11am-2pm: Live music by The Countymen and The John Seay Orchestra
- 12:15: Speeches (Wyatt McWilliams, Founder of Food Aid and Kalpana Robbins, The Food Bank)
- 12:30: Celebrity Milking Competition, round 2

Since its inception in 2005, Food Aid has distributed approximately 315,000 pounds of ground beef. Every dollar is used to buy cull cattle (older cows that farmers are unable to export) at auction in area sale barns as well as to process the beef using local meat packers.

The Food Aid Cookbook, Capital Beef, features 40 beef recipes from local restaurants and celebrities, including The Wellington Gastropub, Les Fougères, Luxe Bistro, Beckta Dining & Wine, The WORKS, as well as Prime Minister Stephen Harper, Steve Madely, Max Keeping and more! The cookbooks are regularly \$20 (or \$15 with the lunch coupon) and will debut at Food Aid Day. Capital Beef can also be ordered by calling 613-745-7001 or emailing foodaid@theottawafoodbank.ca.

The Ottawa Food Bank is the National Capital Region's central emergency food assistance organization. Through its 127 member agencies, The Ottawa Food Bank helps 40,000 individuals per month, 40 per cent of whom are children.

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