



THE FOOD BANK
LA BANQUE D'ALIMENTATION

Media Release

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THE OTTAWA FOOD BANK RECEIVES \$50,000 FROM ROGERS

The Ottawa Food Bank is delighted to receive a \$50,000 donation from Rogers, as part of their Share the Joy holiday program. This donation is being made at a time when the need for emergency food assistance is at an all-time high in Ottawa.

Rogers' generous donation will go towards The Ottawa Food Bank's KickStart program to support and increase healthy, nutritional school meals and snacks for children whose families struggle to make ends meet. The funding will be put towards food purchases and the development of an educational kit for schools, homework clubs and after 4 clubs, developed by a nutritionist.

Through KickStart, The Ottawa Food Bank currently provides meals for 500 children in 16 member schools – this equates to around 10,000 meals and snacks per month. An additional 150 children in 15 Community House Homework Clubs receive 3,000 healthy snacks per month.

Peter Tilley, Executive Director of The Food Bank says, "A staggering 16,000 of the 40,000 people who receive food assistance in Ottawa are children. This is an unbelievable number. To think that 16,000 kids go without regular nutritious food, right here in the nation's Capital is amazing. Rogers' generous donation will go towards helping feed some of these kids".

"We're thrilled that we can help The Food Bank's KickStart program and share the joy during the holiday season by giving something back to the community," says Robin McIntyre, Regional President, Rogers Cable Communications Inc. "We chose to give to food banks because of the work we do throughout the year with them across Canada, including the Phones For Food program, so the KickStart program is a great way to ensure that kids get a healthy meal."

Sara Dwyer, Assistant House Coordinator, Russell Heights Community House says, "The healthy snacks from the Food Bank's KickStart program have really made a difference at Russell Heights. The kids get more homework done and find it easier to pay attention - they especially love getting the fruit".

Food Banks across Canada and Rogers are partners in Phones for Food, which is a program that encourages people to donate their old wireless devices. Since the partnership began, over \$300,000 has been generated for food banks across the country. One donated wireless phone or PDA, depending on its age and condition, can generate up to \$5 for The Ottawa Food Bank. In February 2007, Rogers and Fido made it even easier for their customers to participate in the program by including a postage-paid recycling bag with all new wireless devices purchased".

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