



1-800 RID-OF-IT Supports Food Bank with Summer Food Drive!

August 4, 2008 – Vancouver

1-800 RID-OF-IT presents Christmas in August: a week-long initiative to raise donations and awareness for The Greater Vancouver Food Bank Society. The Food Bank is in desperate need of donations this summer as food donations are down 19% and cash donations are down 33% compared to last year. Without government funding, the Food Bank feeds up to 25,000 people every week, 41% of whom are children.

According to Arlene Kravitz, spokesperson for the Greater Vancouver Food Bank, there is always an increased demand for food items in the summer because school is out and children no longer have access to breakfast or lunch programs. This summer the situation is markedly worse because of the rising cost of groceries and fuel. "A number of factors have joined together to create an increasingly worrisome situation where the Food Bank needs all the help we can get," says Kravitz.

The dwindling food stocks and low donation rate have motivated us at 1-800 RID-OF-IT to host a food drive and raise awareness. Our fleet of five trucks in Vancouver will be available to pick up non-perishable food donations from residences across Vancouver and the North Shore on August 7 and August 8, free of charge. We will deliver the food donations to the Food Bank's main distribution center, which delivers food each week to depots in Vancouver, New Westminster, Burnaby and the North Shore. Additionally, for the first week of August, we will donate 5% of every residential junk removal pick up to the Greater Vancouver Food Bank Society.

"We're looking 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 pick up the phone and call us to come and get those extra cans of beans." Help us reach our goal of collecting 1000 items!

Want to donate? Call 1-800-743-6348 and we will make sure to stop by your home or office!