



## MEDIA RELEASE

Santa melts hearts during Christmas in July  
Commuters come through with much needed donations

**Vancouver, BC, July 25, 2008:** The Greater Vancouver Food Bank Society and the Rogers Santa Claus Parade have once again partnered up to promote the spirit of giving, a theme close to the hearts of both organizations.

Commuters throughout the city were invited to support Santa and volunteers from both the Greater Vancouver Food Bank Society and the Rogers Santa Claus Parade by bringing non-perishable food and donations to Burrard SkyTrain Station (corner of Burrard & Dunsmuir Streets). This morning, those volunteers collected approximately 1000 pounds of food and \$6000 in donations, which equates to \$18,000 worth of buying power, for a great cause.

“We’d like to thank everyone who came out this morning to support us with gifts of non-perishable food items or cash. With the huge jump in food prices, we are experiencing increased costs and those donations of cash will go a long way to addressing that,” said Cheryl Prepchuk, CEO of the Greater Vancouver Food Bank Society. “Santa, as always, was a big help today as a friendly reminder there are people who depend on the Food Bank all year round, not just at Christmas.”

Through the Rogers Santa Claus Parade, the Greater Vancouver Food Bank Society has been the recipient of over 26,500 lbs. of food and over \$39,000 in buying power over the past four years.

“The Rogers Santa Claus Parade is a special event for us, particularly as we approach the five-year milestone this year” said Chuck van der Lee, President and CEO of Rogers Retail. “Our partnership in the spirit of giving engages people all across Metro Vancouver, including our employees. They demonstrate their dedication to the Greater Vancouver Food Bank not only by volunteering at Parade events, but through community hero programs and other initiatives across all Rogers companies.”

The Rogers Santa Claus Parade draws more than 300,000 spectators annually. This year it will be held on Sunday, December 7th at 1 p.m. It features festive floats, marching bands, community groups and street performers. Families are encouraged to bring non-perishable food items and cell phones for recycling to the Parade, with all donations benefiting the Greater Vancouver Food Bank Society.

For more information check out [www.foodbank.bc.ca](http://www.foodbank.bc.ca) and [www.rogerssantaclausparade.com](http://www.rogerssantaclausparade.com)

### Media Contacts:

Lisa Martella  
Greater Vancouver Food Bank Society  
604-830-0055

Rebecca Catley  
Rogers Communications Inc.  
604-505-8113