



## CHRISTMAS IN JULY EVENT HELPS STOCK SUMMER SHELVES FOR FOOD BANK

**VANCOUVER, BC (July 30, 2009):** Metro Vancouver commuters showed their Christmas spirit in the middle of summer today by donating more than 350 pounds of food and \$1,500 to the Greater Vancouver Food Bank Society. Thanks to partnerships with local grocers, for each dollar collected, the Food Bank will be able to purchase \$3 dollars worth of food.

It is these partnerships as well as donations from the public and corporate sector that provide the ongoing support needed to assist the 25,000 people that rely on them each week.

Greater Vancouver Food Bank Society CEO Cheryl Prepchuk says the donations are especially important this time of year. "Feeding the people of Metro Vancouver is a challenge 365 days a year. During December, people are naturally in a giving mood and the parade does a wonderful job for us. Unfortunately, when summer comes around, people are busy or on holidays so we really struggle during this time."

"I really want to thank everyone who made a contribution today at our Christmas in July event," says Prepchuk. "Their donation will go a long way to helping the families we support and will help spread some Christmas cheer when it's needed most."

Anyone wishing to donate to the Food Bank is still encouraged to make a donation directly online by visiting [www.foodbank.bc.ca](http://www.foodbank.bc.ca). Most needed items include high protein foods (such as tuna and canned meat), baby formula, diapers and pasta.

In five years, the Rogers Santa Claus Parade has collected more than 46,000 lbs of food and \$150,000 in buying power for Metro Vancouver residents in need. Christmas in July is an annual summer event where a sea of Rogers and Food Bank volunteers hold a two-hour collection blitz in the area surrounding the Burrard Street SkyTrain Station.

"The Rogers Santa Claus Parade is about bringing the joy of Christmas and the spirit of giving to all of us year-round" said Chuck van der Lee, President and CEO of Rogers Retail. "We look forward to presenting the parade once again this December and supporting the communities we serve through the parade, our community hero programs and other initiatives across all Rogers companies."

This year's Rogers Santa Claus Parade takes place Sunday, December 6<sup>th</sup> at 1:00 pm, and will feature its largest ever number of festive floats, marching bands, community groups and street performers. Families are encouraged to bring non-perishable food items 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)

-30-

### Media Contacts:

Cheryl Prepchuk  
Greater Vancouver Food Bank Society  
604.876.0659 ext. 101

Harold Simons  
Rogers Communications Inc.  
604.303.2085/ 778.994.0680