



NEWS RELEASE

COMMUNITY CARE OF WEST NIAGARA RELIEVES HUNGER FOR YOUTH CCWN's STUDENT "SNACK ATTACK!" PROGRAM RECEIVES \$ 2000 GRANT!

February 02, 2015, Lincoln, Ontario – Now in its 3rd year, the **Rural Kids Grant Program**, an initiative of **The Grocery Foundation** and the Ontario Association of Food Banks, provides food banks in rural Ontario with an opportunity to increase the amount of fresh, healthy food available for students in their community.

Through its successful application, CCWN qualifying as a Rural Food Bank (defined as communities of 50,000 people or less) was awarded \$2000 to initiate a student hunger-relief program in an effort increase and improve service to its student clients in community.

CCWN's student "*Snack Attack!*" Program will distribute 138 packages of healthy after school snack options for students registered with the agency that live with chronic hunger and would benefit from an increased access to nutritious food choices.

A "Snack Tickle Trunk" for each of our students has been created for when they come for their regular visit to our Cupboard. This is provided in addition to the regular visit items and will comprise of items that are nutritious, yet not typically obtained from CCWN's shelves.

"Our goal is to support healthy eating that promotes strong minds, bones and smiles. We will include where possible individually wrapped and portioned snacks so students of all ages and stages can access" says Carole Fuhrer, Executive Director of CCWN.

Items included in the "Snack Tickle Trunk" for each student are: protein rich items such as individual yogurt tubes and cheese strings; fruit cups in water, mini carrots and grape tomatoes!

Through this grant, and collaborative efforts with our generous community partner - Nikki Unrau, General Manager of Beamsville Sobeys - CCWN is positively impacting our community and the students we serve by providing healthy snacks to enjoy! We welcome the opportunity to positively influence the students' food choices – while attending to their immediate hunger needs.

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About Community Care of West Niagara

Community Care of West Niagara (CCWN) is a registered charitable non-profit organization that has been serving the communities of Lincoln and Grimsby since 1967. The people they serve come from all walks of life and have experienced financial difficulties due to job loss, illness or other hardships. CCWN's clients are spending an exceptionally high proportion of their income on housing (over 30 percent) and the cost of (healthy) eating is becoming increasingly out of reach for many of them.

VISION

Community Care of West Niagara responds to the evolving needs of our community members experiencing poverty.

MISSION

Community Care of West Niagara is a charity that provides a bridge to self-sufficiency by supporting people and families with food, clothing and other needs.

VALUES STATEMENT

Community Care of West Niagara will strive to make a relevant difference as an organization that reflects compassion, integrity, and respect.

For more information please contact:

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About OAFB

The Ontario Association of Food Banks (OAFB) is a network of over 125 food banks, and over 1,100 hunger-relief agencies, across Ontario. This includes: breakfast clubs, school meal programs, community food centres, community kitchens, emergency shelters, and senior centres. Together, they serve 375,000 individuals every single month.

For more information please contact:

Amanda King | Ontario Association of Food Banks | amanda@oafb.ca | 416-656-4100

About The Grocery Foundation

The Grocery Foundation began almost 30 years ago when a handful of Ontario grocery leaders decided it was time for their industry to make a meaningful difference in the lives of Ontario students who needed a hand-up in life. Out of that small group of retailers, manufacturers and food brokers grew an industry-wide charitable foundation called The Grocery Foundation. Since 1979, The Grocery Foundation has raised over \$75 million to provide a better life for our challenged students, and to answer many other community needs.