



**For Immediate Release**

## **Canadian food banks receive \$100,000 contribution from Great-West Life, London Life and Canada Life; Winnipeg Harvest receives additional \$20,000**

Dec. 18, 2008 - Winnipeg – When the call went out for additional funding to help Winnipeggers struggling to feed themselves and their families this holiday season, Great-West Life, London Life and Canada Life stepped forward not only in Winnipeg, but on a national basis. The result is a \$100,000 contribution to food banks across the country, and an additional \$20,000 contribution to Winnipeg Harvest.

As David Northcott, Executive Director of Winnipeg Harvest explains, “Great-West Life, London Life and Canada Life have been long-time contributors to Winnipeg Harvest. Given the level of need in the community at this time of year, we approached them with a special, one-time request for additional funding. They not only came through with an additional \$20,000 for our organization but also contributed \$100,000 to be distributed to food banks across Canada. It’s an extremely timely contribution given the added demand the economy is placing on food banks here in Winnipeg and across the country.”

The contributions were made through *The Key to Giving*<sup>™</sup> – the national corporate citizenship program of Great-West Life, London Life and Canada Life. Through the program, the companies contribute to non-profit, charitable and community organizations across the country to address health and wellness, education, social services, arts and culture and civic initiatives. *The Key to Giving* program also supports the volunteer involvement of staff and financial security advisors in their efforts to meet the needs of the communities in which they live and work. Food Banks Canada, the national organization that represents the food bank community across the country is supporting this initiative by ensuring the funds go to the communities identified as being most in need.

Says Jan Belanger, Assistant Vice-President of Community Affairs at Great-West Life, London Life and Canada Life, “The volunteer spirit of our staff and financial security advisors puts them in close touch with the community. The feedback we’ve been getting from them is that, this year in particular, community

organizations are struggling to keep pace with increased demand for their services. It's sadly ironic that at a time when community needs are at their greatest, these organizations are finding it more difficult to raise the funds they require. Through our contributions to organizations such as Winnipeg Harvest, The Salvation Army and food banks across Canada, we're committed to doing our part to work with concerned organizations to build stronger communities from coast to coast."

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For more information please contact:

Jacquie Johnson-Weight  
Communications Coordinator  
Winnipeg Harvest  
(204) 982-3584  
media@winnipegharvest.org

Marzena Gersho  
Director, National Partnership and Programs  
Food Banks Canada  
(416) 203-9241 ext 28

Marlene Klassen, APR  
Assistant Vice-President, Communication Services  
Great-West Life, London Life and Canada Life  
(204) 946-7705