



For Immediate Release

Red-River Co-op helps drive Hunger from Manitoba

WINNIPEG, September 14, 2009 -- Today, Winnipeg Harvest announced that Red River Co-Op has decided to match monetary donations received to Winnipeg Harvest dollar for dollar up to \$10,000. The fuel challenge will be held from September 14 – October 13.

Fuel costs continue to be one of the largest expenditures for Winnipeg Harvest. Warehouse operations have 10 trucks, which are on the road six days a week. The trucks transport food to local shelters, soup kitchens, community food banks and children's programs, serving over 40,000 families a month. "The fuel donated through Fuel Challenge helps keep our trucks on the road", states Chris Hoover, Warehouse Coordinator. "Moving food to people who need it is an essential part of what we do and our trucks are the tool that allow us to do that."

Red River Co-op has been fuelling Winnipeg Harvest tanks for the last year as well, Federated Co-op provides surplus food to the food bank. "Red River Co-op and its members are proud to partner with Winnipeg Harvest in helping to drive hunger from our community, " states Gordon Grainger Red River Co-op.

We encourage the public to participate in the Red River Co-op Fuel Challenge between September 14 – October 13 and help us drive Hunger from Manitoba. Fill up at any Red River Co-op and know your fill will make a difference. Donations can be made online at www.winnipeg Harvest.org, mailed directly to Winnipeg Harvest, 1085 Winnipeg Avenue or by phone at 982-FOOD. All donations collected in Manitoba remain in Manitoba for local distribution.

Winnipeg Harvest is a non-profit community based organization committed to providing food to people who are struggle to feed themselves and their families and continue to work to reduce poverty while continuing to maximize public awareness of hunger.

For more information about Winnipeg Harvest or the Fuel challenge please contact:

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Chris Albi
Communications Coordinator
Winnipeg Harvest
(204) 982-3584
media@winnipeg Harvest.org