



Calgary Co-op and Calgary Transit Host 17th Annual “Stuff a Bus” for the Holidays Food Drive

FOR IMMEDIATE RELEASE

November 23, 2009, Calgary, Alberta – The effects of a slumping economy are being felt by more people than ever in Calgary and surrounding communities placing a higher demand on local food banks, which are in desperate need of food and cash donations.

Each year, Calgary Co-op and Calgary Transit partner to host their annual Stuff a Bus for the Holidays food drive. “The kick off for the food drive began today with media partner XL103 FM jumping on board to broadcast live from a Calgary Transit bus and accept donations from the public from designated Calgary Co-op food centres around the city,” says Sarah Boutron, manager of communications for Calgary Co-op. “Then on Saturday, November 28, Calgary Transit buses and their drivers who volunteer for this event every year, will be on location along with volunteers from the Calgary Food Bank at all Calgary Co-op food centres. People can also drop off food donations all this week at any Calgary Co-op food centre or make cash donations at our food centre tills,” adds Boutron.

Please join us on Saturday, November 28, as Calgary Co-op, Calgary Transit, and XL 103 FM try to “Stuff a Bus” to the brim with much-needed food donations for local food banks. “This year has been particularly hard for people as well as the food banks,” states Boutron. “Our goal is to gather as many donations as possible to lessen the burden on individuals and families in need.”

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Stuff a Bus is one of Calgary's premier fundraisers and truly helps our community. "Big events like this are crucial for raising the profile of an essential charity like the Calgary Inter-faith Food Bank," says Megan, who had to rely on the food bank when times were tough. "Until the reality of hunger faces a person or family, as it did mine, it's easy to forget that Calgary has a growing, huge need. Stuff a Bus makes it fun and simple to let the generosity of Calgarian's shine."

Representatives from Calgary Transit, the Calgary Food Bank, and Calgary Co-op will be on hand on, as well as Megan, November 28th at the Calgary Co-op Shawnessy Centre (250 Shawville Blvd. S.W.) to speak with the media from 11:00 a.m. to 12:00 noon.

Locally owned and operated, Calgary Co-op is one of the largest retail co-operatives in North America with annual sales over \$1 billion, and over 435,000 members and 4,000 employees.

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