



ST. CLAIR CATHOLIC  
DISTRICT SCHOOL BOARD  
*Lighting the Way ~ Rejoicing in Our Journey*

## **MEDIA RELEASE: FOR IMMEDIATE RELEASE**

*Tuesday, March 28, 2017*

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### ***WE CHARITY SAYS THANK YOU TO CHATHAM-KENT STUDENTS AND VICTORY FORD FOR ANNUAL 'WE SCARE HUNGER' CAMPAIGN***

Officials from We Charity will be on hand this week to offer a special 'thank you' to Chatham's Victory Ford and the students from several Chatham-Kent schools for their work each year in support of the *We Scare Hunger* Halloween food drive.

"Victory Ford has been an important partner for our annual *We Scare Hunger* campaign," says Ray Power, Principal of Ursuline College Chatham Catholic Secondary School, which organizes the food drive each year. "We think it is fitting that our friends at Victory Ford are among just three dealerships across Canada being honored by We Charity."

We Charity is an international charity and educational partner, which educates and empowers young people and seeks to nurture in them compassion to create transformative social change.

In addition to representatives from We Charity, Mark Buzzell, President and CEO of Ford Canada, will be on hand, as well as students from Ursuline College, St. Ursula, Our Lady of Fatima and St. Anne Blenheim Catholic schools, John McGregor Secondary School and Chatham Kent Secondary School.

***The event will be held in the showroom at Victory Ford, 301 Richmond Street, Chatham on Thursday, March 30, 2017 beginning at 11:00 a.m. A tentative agenda is printed below.***

***Members of the media are welcome.***

11:00 a.m. - 11:15 a.m. – Gathering in showroom  
11:20 a.m. - 11:25 a.m. – Welcome and introductions  
11:30 a.m. – Mark Buzzell, President & CEO, Ford Canada  
11:35 a.m. – Spencer West, We Charity  
11:45 a.m. – Media scrum/photos  
12:05 p.m. – Tour/lunch/mingle  
1:00 p.m. – Event ends