

MEDIA RELEASE: FOR IMMEDIATE RELEASE

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UCC HALLOWEEN FOOD DRIVE ENTERS ITS EIGHTH YEAR WITH A NEW NAME – "WE SCARE HUNGER"

Staff and students at Ursuline College will hold their eighth annual Halloween food drive – but this year, it has a new name.

Formerly known as *Halloween For Hunger*, this year's event, *We Scare Hunger*, is a project of the school's *Me 2 We Club*. As in past years, students, staff and volunteer drivers will be canvassing door-to-door on October 31st from 5:00 p.m. until 8:00 p.m. to collect canned foods.

All donations go directly to food banks in the communities in which they were collected. Students in the Catholic elementary partner schools in the communities of Ridgetown and Blenheim will also be participating.

Drop-off locations include the fire hall in Blenheim, St. Michael Parish Centre in Ridgetown and UCC in Chatham. Residents who wish to participate, but who were not canvassed at the door, can still make donations at the drop-off locations the following day.

In 2012, more than 16,000 canned goods were donated to local food banks.

"Our Halloween food drive is a great success every year, thanks to our dedicated students, staff and volunteers, who work hard on behalf of the people in our community who need our help," says Ray Power, Principal of Ursuline College. "I especially want to thank Chris Gutteridge for his work in helping to organize this tremendous event each year."

Media Photo Opportunities:

<u>Thursday, October 31st:</u> Donations begin arriving at drop-off locations between 7:30 and 8:30 p.m.

<u>Friday, November 1st:</u> Main lobby of Ursuline College at 9:30 a.m. – just before collected items are loaded up for donation to food banks.