



For Immediate Release

**Feeding Manitobans:
Operational Changes and Emergency Help Needed!**
As we nourish our community, we nourish our sense of community.

Winnipeg – March 23, 2020 – Winnipeg Harvest is the principal distributor of food to Manitobans at its 1085 Winnipeg Ave. warehouse and through its network of more than 300 food banks and partner organizations across Manitoba. In a normal month, Winnipeg Harvest feeds 70,000 people including 25,000 kids.

Since the COVID-19 crisis struck Manitoba, there has been a spike in the number of people needing food support. Schools and some daycares are now closed ending access to weekday meals for hungry kids. Stores, restaurants and other workplaces are closed or operating on reduced hours. Manitobans are facing lost jobs and wages, causing incredible stress for families already living cheque to cheque.

“Coping with this pandemic is the greatest challenge we have ever faced,” says CEO, Keren Taylor-Hughes. “We need to come together as a community and get through this upheaval.”

Effective today, Winnipeg Harvest will no longer be serving clients directly from our Warehouse location. To stretch resources to meet expected demand, Winnipeg Harvest will be pre-packaging large food hampers for delivery to its network of local, community food banks and partner organizations across Manitoba. Anyone who needs food is urged to contact the Food Assistance Call Centre to register for a food hamper.

Food Assistance Call Centre

Phone: (204) 982-3660

Toll Free: (1-800) 970-5559

Email: appointments@winnipegharvest.org

Hours and Info: <https://winnipegharvest.org/need-help/need-food/>

Manitobans, philanthropists and businesses are urged to make a cash donation so that Winnipeg Harvest can provide food support to all Manitobans who need it.

Experts across the country are encouraging us to have a 14-day supply of food—enough to last the quarantine period if needed. Many struggling with hunger don't know where their next meal will come from, let alone a two-week supply of food to feed their families.

Cash donations will allow Winnipeg Harvest to supply Food Hampers:

- \$25 will buy 10 lbs. of food for a child or at-risk adult.
- \$60 will buy one large hamper for a family of four.
- \$250 will feed 4 families, one large hamper each.

Donations can be made online at WinnipegHarvest.org, by e-transfer to donations@winnipeg Harvest.org or by calling (204) 982-3581.

Winnipeg Harvest is also actively recruiting younger, healthy individuals, unable to go to university or work, to help keep warehouse operations open and food flowing. If you can help, please visit their website at WinnipegHarvest.org and complete an Emergency Warehouse Volunteer Application.

“Thank you to everyone who has donated and who will donate in the future,” says Taylor-Hughes. “These are unprecedented times, but together we can feed our neighbours and harvest the benefits.”

For media inquiries, please contact:

Kiersten Haight
Communications Coordinator
(204) 229-9660
kiersten@winnipeg Harvest.org

- 30 -

Important Ask

We are looking for media personalities, local celebrities and influencers to help spread the word about Harvest's need for funds and food. If you can help, please use the information above to record a video and share via social media to our own networks. Tag [@winnipeg Harvest](https://twitter.com/winnipeg Harvest) on Twitter or [@wpgharvest](https://www.facebook.com/winnipeg Harvest) on Facebook and Instagram. Thank you!