



#1505-13383-108<sup>th</sup> Avenue  
Surrey, British Columbia  
Canada V3T 5T6

(604) 951 9921

[DPeckham@aquariusmarketing.com](mailto:DPeckham@aquariusmarketing.com)

Media Release

For Immediate Release

British Columbia (July 11, 2011)–Food Banks British Columbia <http://foodbanksbritishcolumbia.ca/> in conjunction with Aquarius Marketing and Corporate Sponsors is launching its Annual Summer Hunger Awareness campaign “Because Hunger Has No Age Limit”. This TV and Print campaign is running province wide in July and August to encourage British Columbians to support their local food banks. Food Banks British Columbia’s new online donation website now makes it easier than ever to directly support your local food bank.

The summer months are very difficult for food banks across our province. Donations tend to decline during the summer and many food banks find it difficult to meet the need. Rising food and fuel prices are putting more pressure on Food Banks across BC.

Food Bank use across BC continues to rise and rural communities have been the hardest hit. Transportation of donated food is a major concern and some rural food banks have had to close their doors early and turn people away due to a lack of supplies. For smaller rural food banks the campaign can be the only way to get their message out to potential donors.

More than 94,000 people walked into a food bank in March 2010 a 5% increase over 2009. Of these 30% were children, 21% of those assisted in BC report provincial disability income support as their primary source of income - the highest in Canada.

Seniors and others on marginal incomes are particularly vulnerable to increased costs and many have to rely on food banks to meet their nutritional needs. More single parents have to turn to food banks for their children’s basic needs.

Special Thanks to the following Corporate Sponsors for making this possible; Industrial Alliance Pacific, BMO Bank of Montreal, Golden Dragon, Canadian Direct Insurance, McVitie’s, Philips Hager & North Investment Management, Sprott-Shaw Community College, Molly Maid, Thai Kitchen, Dempster’s, BC Turkey Farmers and Calkins & Burke/ Money’s Mushrooms.

Aquarius Marketing, established in 1994, is a cause related marketing company whose sole purpose is to help non-profit organization create effective and cost free media campaigns.

Media Contact:

Don Armstrong -President  
Food Banks BC  
1-604-792-3663  
[careandshareda@shaw.ca](mailto:careandshareda@shaw.ca)

