



## ***MEDIA RELEASE***

For Immediate Release

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### **Husky Help the Hungry Week reminds Calgarians that hunger doesn't take a holiday**

**Calgary, June 8, 2010** – The Calgary Food Bank is pleased to announce that more than \$150,000 in cash and food donations were collected last week during Husky Help the Hungry Week.

The week of June 1 to 7 was officially proclaimed by the City of Calgary as “Husky Help the Hungry Week” to raise awareness about food insecurity in our city and to assist the Food Bank in raising food and funds during the summer months. Husky Energy has supported this worthwhile campaign for the past two years, along with Husky and Mohawk retailers, TELUS, Western Canada High School, the Calgary Police Service and Calgary-area Girl Guides.

Husky Energy CEO Asim Ghosh said the event was a great opportunity for him to see Calgary’s community spirit in action.

“Husky Help the Hungry Week is an excellent way to help our neighbours in need,” he said. “Our employees and community partners made a significant contribution to this worthwhile cause. I’d also like to thank Calgarians who came forward to support the Food Bank with their food and cash donations.”

James McAra, CEO of the Calgary Food Bank, was especially impressed with the awareness that was raised.

“What we saw this year, was not only a significant amount of donations and support from many great partners, but also a conversation happening,” said McAra. “The activities during ‘Husky Help the Hungry Week’ had people talking about food insecurity and the role of the Food Bank. It was happening on Twitter, in newspapers and in the hallways of businesses.”

#### **Food Drive Highlights**

Husky Energy started the week with a \$30,000 corporate donation to kick-off the campaign. Employees at Husky’s Calgary corporate offices also collected more than \$103,000 in cash and food donations for the Calgary Food Bank.

Students at Western Canada High School, Husky’s partner school, donated \$8,680 through school-based events such as a construction challenge using only non-perishable food items.

During the city-wide Hunger Heroes Food Drive on Saturday, June 5, the public was encouraged to take food to Calgary Husky and Mohawk retailers, where representatives from the Calgary Police Service, Calgary-area Girl Guides, XL 103 and Global Television accepted food and financial donations on behalf of the Food Bank.

Throughout the week, members of Calgary’s media and social media community participated in a communal blog experiment called “A Week in Their Kitchen.” Participants visited the Food Bank to get an Emergency Food Hamper, eating only its contents for the entire week. They blogged about their experiences at [weekintheirkitchen.wordpress.com](http://weekintheirkitchen.wordpress.com).

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