

ASSIST THE SURVIVORS OF THE VICTORIAN BUSHFIRE DISASTER

Foodbank is now accepting donations of tinned meals and toiletries to assist those affected by the Victorian Bushfires through most FoodWorks stores in Victoria. All donations will be distributed by VicRelief Foodbank to Emergency Relief Centres and welfare agencies in the affected areas.

VicRelief Foodbank is Victoria's largest independent emergency relief resource centre. The organization works with grocery suppliers and other companies to ensure aid gets to where it's needed through over 600 registered welfare agencies and community organizations throughout the state.

Mike Cannon VicRelief Foodbank, General Manager, Donor Relations, is encouraging people to give generously to assist those affected.

"We have been very grateful for the donations we have received from grocery suppliers and other companies to immediately assist people affected by this disaster. However the people affected will need more help now and in the coming months to assist them to rebuild their lives," Mr Cannon said.

"We know many people want to help those affected in any way that they can. A great way to help is by donating tinned meals, fish, fruit and other non-perishable, no-cook items at FoodWorks stores in Victoria. If you would like to donate, please see our website for a list of stores accepting donations."

"Canned foods, particularly those with a ring pull, are in most demand as they can provide a meal for someone who has nothing. Items such as baked beans and fruit can also provide excellent nutrition," he said.

FoodWorks CEO, Peter Noble, is proud to support this initiative.

"For us at FoodWorks, as for many others, these events are intensely personal. We have staff and stores in many of the affected areas including Marysville and Kinglake. These events have seen the loss of some of our FoodWorks family, some of our team members' families, friends and homes and also our Marysville store," Mr Noble said.

"In addition to supporting those of our FoodWorks family who have been impacted and helping them through this difficult time, we also want to do what we can to help support the communities that have been affected. We are very pleased to be able to assist Foodbank in their fantastic efforts to help," he said.

Please visit the Foodbank website <http://www.vrandfb.com.au/> for a list of FoodWorks donation locations in Victoria. Collections will be accepted until February 28.

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For more information:

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