



MEDIA ADVISORY

August 24, 2015
For Immediate Release

Volunteers to stuff hundreds backpacks for Ottawa's children in need

On Tuesday, August 25th, join the staff of *the Caring and Sharing Exchange*, Mayor Jim Watson and kind volunteers from longtime program supporters Bell and Giant Tiger as they come together to stuff backpacks to be distributed later this week. This year, Westgate Shopping Centre is generously providing the space for the event.

The Caring and Sharing Exchange is aiming to help hundreds of children through its **Sharing in Student Success program**, which helps ensure students return to school with their heads held high. Currently, the number of children registered with the program is 1647, although as the first day of school approaches **nearly 200 of these children still remain on the waiting list for assistance.**

- What:** Staff, volunteers, and Mayor Jim Watson will stuff backpacks for children in Ottawa. These backpacks will be distributed to families via several local agencies that work with *the Caring and Sharing Exchange*.
- Where:** Westgate Shopping Centre, 1309 Carling Ave, Ottawa ON
In the vacant storefront next to Kardish Health Food Centre
- When:** Tuesday, August 25, 11:00 a.m. – *At this time Mayor Jim Watson will be arriving at the event.*
- Why:** One in five children in Ottawa is currently living in poverty. This program helps provide children from families in need with dignity as they return to school on equal footing. Backpacks will be distributed to participating agencies later this week.

Please help us eliminate our waiting list!

Thanks to the generous support of Bell, CAA North & East Ontario, Giant Tiger, Innovapost, Staples (Carling Avenue), Telus, and many individual donors across the community, more than a thousand children will be receiving a backpack filled with school supplies this year. However, with September approaching fast there are still many children who will not be receiving any assistance through this program.

Donations for school essentials can be made at CaringandSharing.ca or by calling 613-226-6434.

The Caring and Sharing Exchange is also the home of the 100-year-old Christmas Exchange Program, which helps families in need during the Christmas season. Its Coordination Service verifies names of clients registered for both programs by hundreds local agencies in order to eliminate duplicate applications and redistribute funds accordingly to help more families.

For further information, contact:

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