

**Event Advisory
FOR IMMEDIATE RELEASE**

Volunteers to prepare 3,000 backpacks for Ottawa children in need

*You're invited to join the Caring and Sharing Exchange (C&SE), Mayor Jim Watson, city officials, MPPs, MPs, corporate sponsor representatives, and dedicated volunteers as they come together **Tuesday, August 21st 2018 to fill thousands of backpacks** for children from families in need. RioCan is generously providing the space for the event at Westgate Shopping Centre for the fourth year in a row.*

August 20th, 2018, Ottawa, ON – This year, the Caring and Sharing Exchange has seen an overwhelming increase in requests for assistance from families in Ottawa—**their goal is to serve all 3,300 children on their list**. The backpacks being prepared at the Exchange's annual backpack-packing day will be distributed through partner agencies later in the week.

"Last week, we reached out to the community with a wait list of 822 children," says Executive Director Cindy Smith. "Already, our waiting list has shrunk thanks to an outpouring of support from the community. With the help of this continuing generosity, we're hoping we'll be able to serve every child on our list."

EVENT DETAILS:

What: Staff, volunteers, Mayor Jim Watson, and other city officials prepare backpacks to be distributed to families in need across Ottawa.

Where: Westgate Shopping Centre, 1309 Carling Ave., Ottawa, ON.

When: Tuesday, August 21st from 10 a.m. to 1 p.m. – *Mayor Jim Watson will be arriving at 10 a.m. with other city officials arriving at 10:30 a.m.*

Goal: With one in six Canadian children experiencing poverty, the Sharing in Student Success program helps provide relief and dignity to Ottawa children in need, so they can start the school year on an equal footing with their peers.

Help us meet the growing need for back-to-school assistance!

Thank you so much to the Caring and Sharing Exchange's generous sponsors and donors who have made it possible for more than 3,000 children to receive a backpack and school supplies this year.

If you would like to help, **please make an online donation at www.CaringandSharing.ca or by calling 613-226-6434.**

About the Caring and Sharing Exchange

The Caring and Sharing Exchange helps Ottawa families facing economic hardship during the Christmas and back-to-school seasons. The Coordination Service verifies the names of clients registered by hundreds of local agencies to eliminate duplicate applications, redistributing funds to help as many individuals and families as possible.

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For more information, please contact:

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