



**Winnipeg Harvest Announces Name Change to “Harvest Manitoba” in its
35th Year**

We’ve changed our name, but not our passion.

November 25, 2020 – Winnipeg Harvest today announced the organization has formally merged operations with the Manitoba Association of Food Banks and changed its name to “Harvest Manitoba” – “Harvest” for short. With over 350 food banks and agencies across the province, Harvest now operates the fourth-largest food distribution network of its kind in Canada.

As part of the reorganization, Harvest unveiled a new identity and website - [HarvestManitoba.ca](https://www.harvestmanitoba.ca) It also launched a new communications initiative that builds on our shared values which, over the past 35 years, have taken our province beyond ‘Friendly Manitoba,’ to the point where all Manitobans have earned the right to consider themselves part of a community of Harvest Stars.

“In 1985 when we started, the name Winnipeg Harvest said everything you needed to know about us. We collected and shared food inside the city limits,” says Keren Taylor-Hughes, Harvest CEO. “Over time, we grew. We began receiving food from producers outside the perimeter. From individual farmers and associations. We got bread, milk, cheese, fruits, vegetables, chicken, and eggs. We started sending food to communities in need outside the city. The name ‘Winnipeg Harvest’ became a misnomer, and our new name better reflects who we are and who we serve across Manitoba.”

“Our vision of ensuring that no Manitoban goes hungry remains the same,” says Marilyn McLaren, Harvest Chair of the Board. “With the support of communities across Manitoba, the Harvest Manitoba Food Network will nourish more hungry children, adults, families and seniors, faster and with more efficiency than ever before. And for that we thank our Harvest Stars!”

To view the Launch video, please visit: https://youtu.be/bpF3Evrqv_Y

To view the Feel the Harvest Stars video, please visit: <https://youtu.be/VklG5pxibdA>

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About Harvest Manitoba

Harvest is a charitable organization dedicated to nourishing our communities and our

sense of community so that no Manitoban goes hungry. We receive 11 million pounds of food donations every year, which is sorted and packed into Harvest Hampers largely by volunteers. Right now, we feed 85,000 Manitobans every month, almost half of which are children. The Harvest Manitoba Food Network includes 350 food banks and agencies in Winnipeg, rural, northern and First Nations Communities. Our Emergency Food Support Assistance Line and Warehouse are located in our Winnipeg Headquarters. To learn more or donate, please visit: HarvestManitoba.ca

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