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Canada Life to host drive-thru food drive in support of Harvest Manitoba

On July 6 from 8 a.m. to 4 p.m., insurance company to match all non-perishable food donations pound for pound

Winnipeg, MB, July 5, 2021. . . As part of their annual Community Food Drive, Canada Life will host a contactless food drive-thru in support of Harvest Manitoba on July 6, and all Manitobans are welcome to drop by with non-perishable food items to help make a difference.

“As the COVID-19 pandemic continues, many more Canadians are in need of food,” said Jeff Macoun, President and Chief Operating Officer, Canada, at Canada Life. “Donations to food banks are critically low and we want to help feed as many people possible. That’s why, we’re pivoting our annual employee food drive so the public can help us feed the community, too.”

In addition to welcoming the public to contribute to the cause, the company has committed to match every non-perishable food donation made at the drive-thru, up to 5,000 pounds.

“So many Manitobans, whether we know it or not, start their day without a healthy breakfast and even more go to bed on an empty stomach,” said Macoun. “By expanding our campaign to include the public and matching every donation pound for pound, I know that together we can make a big difference in so many lives.”

The details

What: Calling on Manitobans to make a non-perishable food donation during the Canada Life Food Drive-thru in support of Harvest Manitoba

When: Tuesday, July 6, 8 a.m. to 4 p.m.

Where: Canada Life’s main office parking lot, 100 Osborne Street North

Which: Non-perishable food items, with items in greatest need being canned vegetables, fruit, proteins, and soup, whole grains and cereals, and baby food.

How: Drive up to the contactless collection site, open the vehicle’s trunk or roll down the window and a representative will safely collect any food donations. Participants can also bike or walk to the event but must wear a face mask and practice social distancing. Cash donations will also be accepted on site.

“During each wave of the pandemic, more and more Manitobans have relied on Harvest,” said Keren Taylor-Hughes, Harvest CEO. “Our Community Food Network feeds 80,000 Manitobans across the province, 46% are children. We believe that it takes a province to feed a province, and we are grateful to Canada Life for helping us ensure no Manitoban goes hungry.”

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For over 30 years, Canada Life has supported food banks across Canada through various corporate contributions, campaigns, team matches, and volunteer initiatives. Drive-thru collection events will also be held in Regina (July 7) and London (July 8) in support of local food banks.

About The Canada Life Assurance Company

[Canada Life](#) is a leading insurance, wealth management and benefits provider focused on improving the financial, physical and mental well-being of Canadians. For more than 170 years, individuals, families and business owners across Canada have trusted us to provide sound guidance and deliver on the promises we've made.

On January 1, 2020, Great-West Life, London Life and Canada Life became one company – Canada Life, and today, we proudly serve more than 12 million customer relationships from coast to coast to coast.

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About Harvest Manitoba

Harvest is dedicated to nourishing our communities and our sense of community so that no Manitoban goes hungry. We operate the largest community food network in the province to alleviate hunger, promote access to nutritious foods, and help support healthier living for Manitobans in need. To learn more or donate, please visit: HarvestManitoba.ca. Follow us [@HarvestManitoba](#).

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For more information contact:

Liz Kulyk
Assistant Vice-President, Media & Public Affairs
The Canada Life Assurance Company
204-391-8515
Media.Relations@canadalife.com

Karen Taraska-Alcock
Director of Marketing and Communications
Harvest Manitoba
204-781-3019
ktaraska-alcock@harvestmanitoba.ca