



Maxim Truck & Trailer Raises Over \$35,000 for Harvest Manitoba at Charity BBQ

(June 16, 2022, Winnipeg, MB) Maxim Truck & Trailer (“Maxim”) held a live charity BBQ event on June 9, 2022, at their head office in Winnipeg and raised \$35,704 in support of Harvest Manitoba (“Harvest”).

The in-person event – the first in almost 3 years – was attended by approximately 500 guests. It took a team of more than 80 Maxim employee volunteers to organize the annual event that’s been part of Maxim’s history for more than 20 years. Funds raised were from Maxim’s corporate, employees, customers, suppliers, and friends who helped make the annual event a big success.

“Whether it’s time or money, it’s important to me that our company has a culture of giving back,” said Maxim Truck & Trailer President, Troy Hamilton. “Maxim has always had a mandate to give back to our community,” said Hamilton. “We continue to see a tremendous amount of need out there, particularly with the high cost of food. We want to do our part to ensure no one goes hungry.”

“Maxim is a tremendous partner, going above and beyond to support Harvest,” said Vince Barletta, Harvest Manitoba President & CEO. “Whether it is through donations, community events or support with our fleet, Maxim provides invaluable support to our organization. Earlier this year Maxim provided a truck to Harvest, enabling us to deliver food to Shamattawa and Fort Severn First Nations (link to video: https://youtu.be/4S_9RM7sZNQ). Harvest Manitoba is truly humbled by Maxim Truck & Trailer’s ongoing support.”

Photo Caption: Doug Harvey (Founder of Maxim Truck & Trailer), Vince Barletta (Harvest Manitoba, President & CEO), Colleen McVarish (Harvest Manitoba, Director of Food & Fundraising), Troy Hamilton (President of Maxim Truck & Trailer) at the June 9, 2022 BBQ

About Maxim Truck & Trailer

Maxim Truck & Trailer is a heavy-duty truck and trailer dealership group that represents the International Truck product lineup as well as Great Dane, Arne’s, East, Timpfe and Trout River trailer models. Maxim has 17 branch offices and over 500 employees in 10 cities from Vancouver to Montreal. Maxim Truck & Trailer capabilities include the sale, rental, leasing, and complete after-sales service of new and used heavy-duty trucks and trailers.

About Harvest Manitoba

Harvest Manitoba (“Harvest”) is a charitable organization dedicated to nourishing our communities and our sense of community so that no Manitoban goes hungry. We collect 11 million pounds of food every year, which is sorted and packed largely by volunteers into Harvest Hampers and distributed to Manitobans through our Community Food Network of more than 325 food banks and agencies in Winnipeg, rural, northern and First Nations communities. Right now, we feed 80,000 Manitobans every month, 46% children. Our Food Distribution Centre, which includes our Emergency Food Support

Assistance Line and Warehouse, are in our Winnipeg Headquarters. To learn more or donate, please visit:
HarvestManitoba.ca

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