

NEWS RELEASE

Brown-bag blitz: World Vision calls on Canadians to donate lunch money to Horn of Africa before Friday match deadline

MISSISSAUGA, Ont. (September 15, 2011) — World Vision Canada is urging Canadians to "brown-bag it" on Friday and donate their lunch money to help relief efforts in the Horn of Africa.

"With Friday's deadline for the Government of Canada's donation matching program, we're urging Canadians who haven't donated yet to make a small gesture that will mean a great deal to those in need," said Dave Toycen, president and CEO of World Vision Canada.

Toycen and other World Vision staff are in downtown Toronto this morning, greeting commuters and distributing brown bags to encourage them to pack a lunch and donate what they would have spent dining out to help provide food, water, shelter and medical care to families in the Horn of Africa.

The Government of Canada's program to match charitable donations for emergency relief in the Horn of Africa ends at midnight on Friday, September 16.

"Simply put – matching matters," said Toycen. "The government's match motivates Canadians to give more generously and inspires donations from new donors. It has also proven helpful to get people to pay attention to slower-onset disasters like droughts and floods."

World Vision analysis shows that donors gave four times more to the agency's Horn of Africa appeal during the week after the match was announced on August 17.

To date, Canadians have donated nearly \$10 million to World Vision Canada's Horn of Africa response in Ethiopia, Kenya, Somalia and Tanzania.

"We're now asking Canadians to make one more show of solidarity with their brothers and sisters in the Horn of Africa by donating the cost of one meal to our relief efforts. Making that donation before midnight on Friday will double its life-saving impact," said Toycen.

There are two ways Canadians can help children and their families in the Horn of Africa:

- They can make a donation to World Vision's Horn of Africa appeal to support emergency relief efforts.
- Donors interested in supporting World Vision's long-term development projects can consider sponsoring a child.

To make a donation or sponsor a child, please visit worldvision.ca or call 1-800-268-5528.

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