



Press release

Friday, December 4th 2020

For immediate release

2020 Snowflake Breakfast: \$46,000 raised for the Partage Vanier Food Bank

Vanier - This morning, the community gathered around the Partage Vanier Food Bank cause, celebrating the Snowflake Breakfasts 15th edition, which was presented through a new formula to adapt to the actual context.

The organizing committee of the Snowflake Breakfast has just announced that \$46,000 will be given to the Partage Vanier food bank. "On this morning of the Snowflake Breakfast, I am filled with gratitude for the organizing committee that has overcome the challenge to organize an event that would rally our community in acting in this precarious context. I was touched to see that our community is still as vibrant even if we can't gather physically together." reported Michel Gervais, the Vanier CSC's Executive Director. If in the past, the event would bring together approximately 600 guests, this year, the TV Rogers Telethon and the purchase of pre-ordered Breakfast Boxes, enabled to reach a broader audience by communicating the need for action and helping our Partage Vanier Food Bank. Over 650 boxes have been sold.



The organizing committee would like to thank TV Rogers who prepared the special Telethon for the cause. TV Rogers interviewed partners, donors, the Vanier CSC team and local politicians, showing the importance of this cause for everyone. Thank you to our local musicians such as the Moonfruits, Chris McCann and Lauren Hall who presented during the Telethon. Thank you to Unique FM who continues to support this cause.

We would like to thank the organizing committee, particularly Diane Doré and Léo Lavergne of the Centre Pauline-Charron, they are both founding members of this event, they succeed again this year in mobilizing a large following of supporters around this important cause. A special thank you to the BIA/ZAC Vanier who participated in the development of the new Breakfast-Box concept which showcased products of our local businesses. The Vanier BIA also helped develop the new www.snowflakebreakfast.com website for donations during the Telethon.

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Source :

Barra Thiom, Community Development Officer, Vanier Community Service Centre
613-744-2892 x 1059 / bthiom@cscvanier.com