

**FOR IMMEDIATE RELEASE:**

**JOIN US**

We can use your support to promote the

**HALLOWEEN FOOD DRIVE -**

**October 31, 2013**

In support of the Clarington East Food Bank



*September 2013 Newcastle, ON:* Port of Newcastle residents being asked to give out more than Treats on Halloween night, 2013

It's not all about the candy this Halloween in the Port of Newcastle, Ontario. This October 31st, residents of the lakeside community are asked to give donations to the Halloween Food Drive.

With the assistance of over 60 local volunteers from high schools and parent volunteers, the food drive covers the 'Port' visiting approximately 550 homes, shopping carts at the ready.

Volunteers will be out in teams asking for non-perishable food items instead of treats, in aid of stocking up the shelves of the local food bank before Christmas, which often goes overlooked in the community. Students will receive volunteer service hours, and the goodwill of supporting a larger community need.

Sponsored by local Newcastle business, Specialty Wealth & Financial, President Ron King comments about the event:

"Our idea has been one year in the making, when we envisioned volunteers collecting food donations, not only kids collecting candy on Halloween night. Our local food bank runs a bit short at times. With this event we can bring awareness to this need in our community, stock up the food bank, and give students volunteer hours, everybody's better off."

Local co-sponsor, Palmieri's No Frills from Newcastle, will supply the shopping carts for transporting food donations for the night.

The lessons learned from the pilot project this year can be shared with interested organizations, allowing the idea to expand to other communities in the future.

Specialty Wealth & Financial asks for the cooperation of local and Southern Ontario media outlets and community members to assist with promotion of the event in advance of October 31st.

What better time to engage our community than on Halloween, when we all expect to hear the doorbell ring?

**SPONSORED BY:**

Specialty Wealth & Financial

1-109 King Avenue W  
Newcastle, ON  
L1B 1L3

905 987 3866

1 888 388 3114

info@specialtywealth.com  
Specialtywealth.com

**For More Information:  
Contact:**

Marketing Coordinator,  
Victoria Sautner

**SPONSORS:**

St. Stephen's Catholic  
Secondary School  
Bowmanville, ON

Clarke High School  
Newcastle, ON

Palmieri's No Frills  
Newcastle

**IN SUPPORT OF:  
The Clarington East  
Food Bank**