

**FOR IMMEDIATE RELEASE:**

**JOIN US**

We can use your support to promote the

**HALLOWEEN FOOD DRIVE -**

**Friday October 31, 2014**

In support of the Clarington East Food Bank



*Press Release: September 2014 Newcastle, ON:*

*Second Annual Food Drive:* Port of Newcastle residents are being asked to give out more than Treats again on Halloween night, 2014

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 of non-perishable food, and personal care products to the Halloween Food Drive Volunteers, from 5-8 pm.

With the assistance of over 80 local student volunteers and adult team leaders, the food drive covers the 'Port' visiting approximately 550 homes, shopping carts at the ready. Volunteers are invited to register by emailing [info@specialtywealth.com](mailto:info@specialtywealth.com), or calling the Specialty Wealth office.

Volunteers will be out in teams asking for non-perishable food and personal care items instead of treats, in hopes of stocking up the shelves of the local food bank before Christmas. Students will receive volunteer service hours, and the satisfaction of supporting a larger community need.

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

"This is our second Halloween Food Drive. We were able to raise 150 bags of donations for the Clarington East Food Bank last year. People were very generous, and knew our volunteers were coming. It's a really good experience for everyone to see what can be done with teamwork."

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

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, online, in print, and by word of mouth. What better time to engage our community than on Halloween, when we all expect to hear the doorbell ring?

Thanks to all for their "Support in the Port".

**SPONSORED BY:**

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With the support of  
**SPONSORS:**

Palmieri's No Frills  
Newcastle

Papa's Pizzaland  
Newcastle

Tim Horton's  
Newcastle

Volunteers:  
St. Stephen's Catholic  
Secondary School  
Bowmanville, ON

Clarke High School  
Newcastle, ON

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