

MEDIA RELEASE

For Immediate Release

June 17, 2010

Media Contact: Joanna Morton

Phone: (250) 995-5720

Email: joanna_morton@bctransit.com

HELP BC TRANSIT 'STUFF THE BUS' FOR THE MUSTARD SEED FOOD BANK

VICTORIA, B.C. – On Friday, June 18, from 6 a.m. to 9 p.m., BC Transit invites the public to help 'Stuff the Bus' with non-perishable food to benefit the Mustard Seed Food Bank.

Each month in Victoria, 7,200 people use the Mustard Seed Food Bank, a quarter of which are children. To help fill their shelves, BC Transit will park a double-deck bus at the Save on Foods Blanshard Street grocery store, and volunteers will accept donations to fill it.

Last year's June 'Stuff the Bus' raised \$19,723 in cash and food; this year, BC Transit is aiming even higher, with a goal of \$25,000.

"The Mustard Seed Food Bank provides a vital service to the community," said Manuel Achadinha, President and CEO of BC Transit. "We are proud to support them by hosting this bi-annual event."

People attending 'Stuff the Bus' can participate in events throughout the day:

- BBQ hot dogs and beverages by donation (at noon, members of the Victoria Rebels Football Club will serve the BBQ)
- Salmon King's Marty the Marmot visits from 2 p.m. to 3 p.m.
- Silent auction items such as Cirque du Soleil tickets, and packages from Highland Pacific Golf and Laurel Point Inn
- Q! prize wheel
- Live Q! broadcasts from 6 to 9 a.m. and 12 to 2 p.m., and the Q!'s Roadie reports on 100.3 FM all day

Donations boxes are also available on-site at both Save on Food locations. Receipts are available for cash donations.

– 30 –

Links:

The Mustard Seed Food Bank: www.mustardseed.ca

The Q!: www.theq.fm

Save on Foods: www.saveonfoods.com