

**Media Relations  
E-Pitch  
Julia Labrie**

**SENT:** Wednesday, Oct. 25, 2017  
**TO:** Alison Langley, [alangley@postmedia.com](mailto:alangley@postmedia.com)  
**FROM:** Julia Labrie, [jlabrie@projectshare.com](mailto:jlabrie@projectshare.com)

**SUBJECT:** Project SHARE brings good news to families in need through community Christmas fundraising challenge

Dear Alison,

Julia here from Project SHARE touching base with you about an exciting way for Niagara residents to make a difference in the community this holiday season. With two months until Christmas, Project SHARE will soon begin its holiday campaign to aid the approximately 100 families in the Niagara Falls area who visit its facility daily, 30 per cent of which are children.

Starting Nov. 8, the program will raise monetary, food and unwrapped gift donations for those living in poverty in Niagara Falls. The highlight of the fundraiser will be The Good News Breakfast Challenge on Friday December 8, 2017 from 9 a.m. – 3 p.m., at The Best Western Plus Cairn Croft in Niagara Falls. This event challenges local businesses and schools to compete in collecting the most donations, with prizes for three winners in each category.

Last year, Project SHARE provided food and gifts for 4,400 people over the Christmas season. Project SHARE will accept individual donations until Christmas and is also encouraging community members to start food or toy drives at their own workplaces to spread the holiday spirit to thousands struggling with poverty in the community.

Project SHARE will hold a photo opportunity on Dec. 8, 2017, in front of a large mountain of donations delivered by Niagara Falls Transit. It will take place at 3 p.m. after the winners of the Good New Breakfast Challenge are announced. Diane Corkum, Executive Director of Project SHARE, will be available for interviews during this time to report on the status of donations and share inspiring stories of how Project SHARE is addressing poverty in Niagara Falls.

If you would like to learn more about the Project SHARE Christmas program, you can visit our website at: <https://www.projectshare.ca/good-news-breakfast>. We will also send you a list of specific donations needed this year in a follow up email later this week. At that time, we will check if you are interested in attending the Good News Breakfast Challenge.

Kind Regards,  
Julia Labrie  
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<https://www.projectshare.ca/>