



Media Advisory

For Immediate Release

Seva Food Bank Launches “Grow A Row” Campaign For Garden Produce Donations

Mississauga, ON (May 23, 2011) – In anticipation of the upcoming garden season, Mississauga’s **Seva Food Bank** has launched their first “**Grow A Row**” campaign.

“Are you getting ready to plant your garden this summer?” asks Grow A Row organizer Amarpreet Kaur. “If so, please consider planting a row for hungry families served by the Seva Food Bank. We welcome all donations of fresh fruits and vegetables.”

Members of the local community that grow their own vegetable gardens are being encouraged to dedicate a row of their garden to the Seva Food Bank and donate the fresh produce from that row.

Produce can be prohibitively expensive for families with limited incomes, but is essential for a healthy diet. Fresh veggies and fruits are highly prized items at the Seva Food Bank and are quickly distributed to families in need. Produce provided from home gardens is much fresher than any from other sources and is quickly distributed to clients.

“There is no such thing as too much produce at the food bank” says Manraj Singh Pannu, head of Client Relations for the food bank. “Our food bank clients are very appreciative of the donations.”

Long lasting root vegetables like carrots, beets and potatoes are the most appropriate for the food bank. However, any produce items that can be easily handled and stored, such as cabbage, peas, beans, tomatoes, radishes, parsnips, sweet peppers, summer squash, apples, and pears are welcome.

Since opening its doors in September 2010, the Seva Food Bank has distributed over 100,000 pounds of food to over 450 families in need from the L5B and L5C postal codes of Mississauga.

The Seva Food Bank is located at 3413 Wolfedale Rd (Unit 10), Mississauga, ON, L5C 1V8. Donations can be made during operating hours on Wednesday evening and Sunday afternoon.

The Seva Food Bank is an initiative of Sikhs Serving Canada, a registered not-for-profit organization whose mission is to positively impact local communities by acting on the basic Sikh tenets of *sarbat da bhalla* (the well being of all) and *seva* (selfless service).

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