



**Media Advisory  
For Immediate Release**

**Punjabi Producers From CJMR 1320 AM Radio's Raise  
Over \$170,000 and 25,000 Pounds of Food For Seva Food Bank**

Mississauga, ON (November 19, 2022) – The twelfth annual CJMR Guru Nanak Radiothon and Food Drive on November 8th raised over \$170,000 in pledges and 25,000 pounds of food for Seva Food Bank.

CJMR's radio hosts were on the air for over twenty hours over two days, fielding over seven hundred calls from donors pledging donations to Seva Food Bank. A region-wide food drive was also organized with the support of over two hundred volunteers across fourteen South Asian grocery stores, collecting donations of nutritious, culturally appropriate food across Peel.

The effort was led by the producers of CJMR 1320 AM radio station to mark the 553<sup>rd</sup> birth anniversary of Guru Nanak. The Seva Food Bank team is grateful for the support of Dilbag Chawla, Anju Sikka, Sukhi Nijjar, Kuldip Deepak, Tony Marwaha, Davinder Bains, Dr. Balwinder, Sandeep Kaur, Sukhdev Gill, Gurminder Ahluwalia, Aman Dhariwal, and Navraj Grewal. Over the past 12 years, the annual radiothons have raised almost \$1.7 million for the organization.

"We really wanted to find a way to put Guru Nanak's message of equality, social justice and service into practice," remarked radio host Kuldip Deepak. "The Seva Food Bank is doing just that with its commitment to *seva*, selfless service, and *sarbat da bhalla*, the well-being of all humanity."

"CJMR listeners prove each year that genuine compassion and community support are very much alive! By giving to Seva Food Bank, our listeners show those in need that they are loved and indeed important members of our society." says Matt Caine, President of CJMR 1320. The station also made a significant financial contribution to the radiothon.

"With the help of all our friends during the Radiothon and Food Drive, the funds and food donated will make such a positive impact on families in the community," says Seva Food Bank organizer, Sarabjot (Jyoti) Kaur Bedi. "Thank you. On behalf of the families we serve, we are grateful."

Seva Food Bank first opened its doors in September 2010 and now serves almost 900 families in need each month across both locations. As part of the Mississauga Food Bank's city-wide network, it provides safe, nutritious and culturally appropriate food to clients from its Wolfedale and Malton locations.

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