

-FOR IMMEDIATE RELEASE-

FOOTY FANS YOU **CAN** MAKE A DIFFERENCE!



SECONDBITE'S WINTER FOOD COLLECTION AT THE MCG - AUGUST 23RD Collingwood v Swans

SecondBite is encouraging footy fans to forget their differences and come together to support people in need this Sunday 23rd August.

Bring along a can of food or piece of fruit to the Collingwood vs. Sydney match at the MCG on Sunday 23rd August and you **CAN** make a difference to the more than 312,000 people that face food insecurity in Victoria. That is enough people to fill the MCG more than three times over who at some stage during the year reported running out of food and were unable to purchase more. # *Community Indicators Victoria*

SecondBite will collect the food and promptly redistribute it to over 105 community groups and food relief agencies that provide food for people in need.

SecondBite Food Program Manager, Russell Shields said, 'A lot of Victorian families are doing it tough this winter and are struggling to put food on the table. We're encouraging footy fans to support their local community by bringing a can or piece of fruit to the Collingwood vs. Sydney match'.

Heinz has kicked off the event with a donation of 400 cases of food! A long time supporter of SecondBite, Heinz regularly donates food for hunger relief.

There will be four collection points on the concourse around the MCG manned by SecondBite volunteers so you can drop off your food before entering the stadium.

SecondBite currently collects and re-distributes approximately 55 tonnes of fresh nutritious food every month to over 105 agencies and local community programs. That's enough food to provide 110,000 meals every month or 1.3 million meals a year!

The SecondBite Winter Food Collection is proudly supported by the Collingwood Football Club, the AFL, the MCC and Heinz Australia.

For Media enquiries or more information on how you can help

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