

Media advisory

Farm Credit Canada is driving away hunger in Regina

Regina, Saskatchewan, October 11, 2011 – Farm Credit Canada (FCC) invites media and the public to come out and show support for the FCC Drive Away Hunger tractor tour travelling throughout the city of Regina on October 13.

What is FCC Drive Away Hunger? It's a unique food drive that involves driving a tractor and trailer through communities to collect food and cash donations for food banks across the country. One hundred per cent of donations go to Canadian food banks. The goal: to collect much needed food and cash donations for local food banks.

FCC employees from coast-to-coast, along with numerous community partners, will join forces to fight hunger from October 11 to 14.

FCC Drive Away Hunger is about making a difference in our communities by working together to help Canadian food banks feed people in need. Since 2004, the program has raised over 5.2 million pounds of food. To learn more about FCC Drive Away Hunger, and watch the Drive Away Hunger video, go to www.fccdriawayhunger.ca and visit the FCC Drive Away Hunger [media newsroom](#).

We invite the media to come out to any of our tour stops along the FCC Drive Away Hunger Regina tour route (see next page for full details), including the following events:

Thursday, October 13

Event: Kick-off at FCC Tower lobby
1800 Hamilton Street
8:30 a.m. – 9 a.m.

*** see following page for full tractor tour routes and itineraries ***

Wrap-up appreciation event and barbecue at
Regina Food Bank
445 Winnipeg Street
5 p.m. – 6 p.m.

Friday, October 14 and Monday, October 17

Event: The Great Food Sort – brings together FCC employees and other volunteers to help sort and pack food donated on the tour.

Regina Food Bank
445 Winnipeg Street
9 a.m. – 4 p.m.



Media advisory

Tour itinerary:

Tractor tour #1 driven by FCC CEO Greg Stewart – departs FCC corporate office at 1800 Hamilton Street

9:15 a.m.	Miller Thomson	700-2103-11th Ave.
9:15	KPMG	2000-1881 Scarth St.
9:30	MNP LLP	900, 2010 11th Ave.
9:45	Solvera Solutions	201 - 1853 Hamilton St.
10:00	Aegean Coast	1901 Hamilton St.
10:15	Paradigm Consulting	1700 - 1874 Scarth St.
10:30	Harvard Developments	2000-1874 Scarth St.
11:00	Sun Life Financial	1200 2002 Victoria Ave.
11:00	JD Mollard	810 Avord Tower, 2002 Victoria Ave.
11:15	Conexus	Hamilton and 11th Ave. Branch
11:45	Alliance Grain Traders (customer appreciation event)	#1 South Tower Rd.
1:15 p.m.	Henry Braun Elementary School	710 Graham Rd.
1:45	St. Theresa Elementary School	2707 7th Avenue East
2:15	Judge Bryant Elementary School	2828E Dewdney Ave.
2:45	Little Rascals Preschool	1771 Bond St.
3:15	Stuart Olson Dominion Construction	860 Park St.
3:30	Prairie Advertising	588 1st Ave East
3:45	Auto Gallery	609 Winnipeg St.

Tractor tour #2 driven by FCC Senior VP of Marketing, Lyndon Carlson – departs Regina Food Bank at 445 Winnipeg Street

9 a.m.	St. Timothy Elementary School	280 Sangster Blvd.
9:30	St. Bernadette School	727 N McIntosh St.
10:00	Henry Janzen School	222 Rink Ave.
10:30	Ruth M. Buck Elementary School	6330 7th Avenue North
11:00	St. Josaphat Catholic School	140 Greenwood Cres.
1 p.m.	Michael A. Riffel High School	5757 Rochdale Blvd.
1:30	Winston Knoll Collegiate	5255 Rochdale Blvd.
2:00	MacNeill Elementary School	6215 Whelan Dr.
2:30	St. Jerome Elementary School	770 Rink Ave.
3:30	Bazaar & Novelty	2424 Dewdney Ave.
3:45	Print It Centre / Signature Graphics	2005 8th Ave.
4:00	The Wireless Age	1401 Broad St.



Media advisory

Tractor tour #3 driven by FCC Regina District Director, Brent Bender – departs FCC Regina District Office at 3700 Victoria Ave. East

9 a.m.	Harvest City Christian School	2202 8th Avenue North
10:00	St. Gregory Elementary School	302 Uplands Dr.
10:30	M.J. Coldwell School	103 Fairview Rd.
11:00	St. Michael School	431 Hamilton St.
1 p.m.	St. Luke Elementary School	625 Elphinstone St.
1:30	Archbishop M.C. O'Neil High School	134 Argyle St.
2:00	Rosemont Community School	841 Horace St.
2:30	St. Francis Community School	45 Mikkelson Dr.
3:00	Dieppe Elementary School	145 Dorothy St.
3:30	City of Regina	2476 Victoria Ave.
4:00	CIBC	2412 11th Ave.
4:15	Bellamy Kia	2640 Avonhurst Dr.

Tractor tour #4 driven by FCC Executive Manager, Operations, Michelle Sandercock – departs Regina Food Bank at 445 Winnipeg Street

9 a.m.	Ecole Wilfred Walker	2102 Wagman Road East
9:30	Ecole W.S. Hawrylak School	2530 Assiniboine Ave. East
10:00	St. Dominic Savio Elementary School	195 Windfield Rd.
10:30	Douglas Park Elementary School	635 Douglas Ave. East
11:00	Marion McVeety Elementary School	38 Turgeon Cres.
11:30	Greystone	#300-1230 Blackfoot Dr.
1 p.m.	Davin Elementary School	2401 Retallack St.
1:30	Lakeview Elementary School	3100 20th Ave.
2:00	St. Pius X Elementary School	3301 Garnet St.
2:30	Campbell Collegiate	102 Massey Rd.
3:00	University of Regina	Wascana Parkway
3:15	ISM	300-10 Research Dr.
3:30	TMC	350-10 Research Dr.

About Farm Credit Canada:

As Canada's leading agriculture lender, FCC is advancing the business of agriculture. With a healthy portfolio of more than \$21 billion and 18 consecutive years of portfolio growth, FCC is strong and stable – committed to serving the industry through all cycles. FCC provides financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations. FCC employees are passionate about agriculture and committed to the success of customers and the industry. For more information, visit www.fcc.ca.

FCC Drive Away Hunger national program partners:

BDO, Parrish and Heimbecker Limited (New Life Mills) and Windset Farms™.



Media advisory

To arrange an interview with local FCC employees and food bank representatives or for more information, contact:

Anaïk Bernèche (bilingual)
Communication Consultant
Farm Credit Canada
306-780-3351
Anaik.berneche@fcc-fac.ca

FCC Drive Away Hunger is possible in Regina thanks to:

Gold partners

Aegean Coast Coffee & Tea
Alliance Grain Traders
Alliance Pipeline
Auto Gallery
City Of Regina
Conexus Credit Union
Federated Cooperatives Limited
Greystone Managed Investments Inc.
Markusson New Holland
Miller Thomson
Prairie Advertising
Purolator
South Country Equipment
Stuart Olson Dominion Construction Ltd.
Young's Equipment

Silver partners

CIBC Telephone Banking
MNP
Seed Master
Stantec
Technology Management Corporation
The Wireless Age

Bronze partners

Ambassador Coffee Services
Bazaar & Novelty
Bellamy Kia
CAA Saskatchewan
Coast Paper
Cubbon Advertising
Dura Construction Ltd.
Harvard Developments Inc.
Industrial Scale
ISM Canada
JD Mollard Associates (2010) Ltd.
KPMG
Loraas Disposal Services
Mancon Holdings/Sun Electric & Energy
National Crane Services Inc
Paradigm Consulting Group
Phoenix Group
PLS Signs
Print It Center/Signature Graphics
Redhead Equipment
SAMA
Solvera Solutions
Sun Life Financial
Taylor Lexus Toyota Scion
TG Marketing
University of Regina
Village RV

