



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

NEWS RELEASE
March 8th, 2022

The 10th Annual South Okanagan Drive-Thru Breakfast raises nearly \$26,000!



Penticton, BC - The 10th Annual South Okanagan Drive-Thru Breakfast raised nearly **\$26,000** on the morning of Wednesday, March 2nd – a record-breaking result made possible by the generosity of local businesses and community members.

Volunteers rallied together to welcome hundreds of cars (including a school bus!) lined up to receive a hot breakfast sandwich prepared by Penticton Lakeside Resort, coffee from Tim Hortons, and special giveaways from participating local businesses – including the IGA Breakfast Bag filled with goodies and coupons. Several drive-thru guests also won significant grand prizes – including free Toyo tires and a brake service generously donated by OK Tire in Penticton, concert tickets to Jann Adren courtesy of Cascades Casino, and the highly anticipated \$1,000 Golden Ticket to invest with Valley First, a division of First West Credit Union.

Kahir Lalji, Provincial Director, Govt. Relations & Prog., Population Health at United Way BC, highlighted the importance of showing our Local Love to help provide food security. “One in seven Canadians live in food insecure households,” says Lalji. “With the record-breaking amount raised this year, we’ll be able to support food security initiatives from Summerland to Osoyoos through local charities and programs – building stronger, healthier communities and improving lives locally.”

“After another challenging year with the fires, floods, and the pandemic, we are watching the lasting and devastating effects on people’s mental health related to serious concerns with the ability to feed themselves and their families due to increased unemployment, disrupted supply chains and growing food costs,” said Leah Schulting, Executive Director of CMHA-SOS. “Events like this are fundamental to support people and strengthen vital connections in our community.”

There is still a chance to donate! Visit www.SouthOkDriveThru.com and find out more about the impact of donations in our communities.

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ADDITIONAL INFORMATION:

About United Way British Columbia – working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island

United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the six regions of Central and Northern Vancouver Island, East Kootenay, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Trail and District, our organization serves a population of more than 4 million people, with a focus on kids and youth, seniors, poverty, mental health and food security.

www.uwbc.ca

Interviews are available with Kahir Lalji, Provincial Director, Government Relations & Programs of United Way British Columbia – working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island.

Media contact:

Renata Lima

Marketing and Communications Coordinator

United Way British Columbia – working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island

RenataL@uwbc.ca

Office: (Main) 250.860.2356 | (Direct) 236.766.0632