



**For Immediate Release**

## CAA Launches 'Tin for the Bin' to Help Put Food on the Table for Local Families This Holiday Season

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**Winnipeg, MB, November 18, 2019** – As the holidays are approaching, CAA Manitoba is launching 'Tin for the Bin', a store-wide food drive to help stock the shelves at local food banks throughout the province.

Between November 18 and December 16, CAA Members and non-Members are invited to visit any of the four CAA Manitoba stores to drop off canned goods and other non-perishable food donations. Each person who makes a donation will receive a coupon for 15 per cent off of merchandise in the store.

"At CAA Manitoba, we feel that it is important to contribute and give back to the community all year round, but this is especially true during the holidays," says Heather Mack, manager, government and community relations, CAA Manitoba. "Hunger exists year-round so we are counting on the support of the community to make 'Tin for the Bin' a huge success so that we can ensure every family has food on the table not just this holiday season but also well into the New Year when food bank shelves are typically empty."

Collected food will be donated to Winnipeg Harvest which helps nearly 64,000 Manitobans each month and Samaritan House in Brandon, which provides food hampers once every two weeks to individuals and families in need.

**Food can be dropped off at any of the following CAA Store locations:**

- 870 Empress Street, Winnipeg
- 1555 Regent Ave W., Kildonan Place, Winnipeg
- 501 St. Anne's Road, Winnipeg
- Unit C, 305 18th Street N., Brandon

For more information visit: [www.caamanitoba.com](http://www.caamanitoba.com).

**About CAA Manitoba**

CAA Manitoba is a trusted Member-based organization that provides products and services that are essential to Members' safety and peace of mind. With over 200,000 Members in the province, CAA Manitoba advocates on issues such road safety and infrastructure, the environment, seniors' mobility, and consumer protection. From legendary 24-hour emergency road side assistance to expert automotive, travel and insurance services, a CAA Manitoba membership offers a great range of savings, rewards, and benefits. For more information, visit [caamanitoba.com](http://caamanitoba.com).

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