

Metro Food Bank Society ~ Nova Scotia Announces New Name and Logo

Halifax, NS - The Metro Food Bank Society~Nova Scotia is changing its name to **Feed Nova Scotia** in order to reflect the organization's broader mandate that encompasses all of Nova Scotia. The new name and logo were unveiled at a press conference in Halifax today.

"Our new identity is a better reflection of what we do," said Dianne Swinemar, Executive Director of Feed Nova Scotia. "Many people don't realize that we are not just a food bank for the Halifax Regional Municipality. Over the last three years our role has undergone major changes and we now supply member agencies and food assistance programs across the province."

Since November of 2002, the organization has evolved into the central collection and distribution organization for just over 145 food banks and programs. Each month, these food assistance programs help feed 40,000 people in Nova Scotia. Since the organization opened its doors 21 years ago, the need for its programs and services has increased every year.

Today, this need is greater than ever. Since 1997, food bank use in Nova Scotia has increased 46%. In 2004, Nova Scotia saw the highest increase in food bank use among the Atlantic provinces and the third highest increase across the country.

The Metro Food Bank Society ~ Nova Scotia partnered with Trampoline, an advertising agency based in Halifax, to develop a new brand identity that reflects the organization's broader mandate.

"Our goal was to create a name and look that clearly communicates what the organization really does," said Dennis Page, Trampoline's Senior Art Director. "We're excited that we had the opportunity to work with an organization that plays such a vital role in the community."

"Nova Scotians have a history of generosity when it comes to keeping the shelves stocked at food banks throughout the province," said Swinemar. "We are incredibly grateful for these contributions, and we hope our new identity will raise our profile in the community and encourage even more people to donate."

Feed Nova Scotia kicks off its annual major donor campaign later this week. The direct mail campaign will arrive at households in the province starting Friday.

For more information, please contact:

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