

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

October 2, 2024

United Way Partners with Local Car Dealers for Thanksgiving Food Drive

Local United Way looking to help families experiencing food insecurity in Huntsville

Huntsville, ON, October 2, 2024 – United Way Simcoe Muskoka has announced that it is partnering with the Performance Auto Group for their Thanksgiving food drive, which runs until October 10th. To help local families experiencing food insecurity, community members are encouraged to donate non-perishable items or make cash donations in the weeks leading up to Thanksgiving at one of three car dealerships located across Huntsville.

It is estimated that one-in-three households in Muskoka experience household food insecurity, highlighting the need for community support and collaboration. The local United Way is committed to working alongside partners like Performance Auto Group to help meet the needs of those struggling the most during these challenging times.

“We appreciate Performance Auto Group’s efforts to make a tangible difference for those struggling to make ends meet,” said Brian Shelley, Chief Executive and Philanthropy Officer at United Way Simcoe Muskoka. “When businesses and charitable organizations come together, we create stronger, more resilient communities for all.”

Donations will be received at the following Huntsville locations:

- Huntsville Chrysler Dodge Jeep Ram: 111 North Kinton Avenue
- Hyundai of Muskoka: 20 King William Street
- Huntsville Honda: 8 Ott Drive

All gifts of non-perishable food will be donated to the Table Soup Kitchen Foundation in Huntsville, a local organization dedicated to providing food and connection to those in need. Monetary donations will go towards micro-grants for low-income households issued by the United Way in partnership with the District of Muskoka through its Urgent Needs Fund.

Donations can also be made online at <https://uwsimcoemuskoka.ca/give/>.

United Way Simcoe Muskoka is a local charity dedicated to bringing together people and organizations to meet community needs by tackling complex social issues. To learn more go to <https://uwsimcoemuskoka.ca/>

Photo cutline: Staff from Huntsville Honda with Brenda Rhodes, Relationship Manager, United Way Simcoe Muskoka (fifth from right) launching their Thanksgiving Food Drive.

Media Inquiries

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