

## Food for Famine Society challenges everyone to get involved this World Food Day

LANGLEY, BC - As World Food Day, October 16 approaches, [Food for Famine Society](#) and [World Vision Canada](#) are working together towards solutions for world hunger & poverty, locally, regionally and internationally.

Dave Toycen, President & CEO of World Vision Canada will be the keynote speaker at the World Food Day event taking place at the Langley Events Centre. This FREE public event, hosted by Food For Famine Society, is aimed to encourage thoughtful and meaningful engagement about world hunger and poverty. This event will also feature a performance by the [African Children's Choir](#). Food For Famine Society will be live streaming the event on [www.foodforfamine.org](http://www.foodforfamine.org). Non-perishable food items for the Langley Food Bank will be collected at the door.

### Background Information:

Food For Famine Society (FFF) is a Langley, BC based humanitarian organization helping to save the lives of children under the age of five suffering from Severe Acute Malnutrition (SAM). After learning how a fortified peanut paste known as [Ready-to-Use-Therapeutic-Food \(RUTF\)](#) was being used to treat Severe Acute Malnutrition, Maria Martini was inspired to make a difference and founded FFF. She partnered with [Mother Administered Nutritive Aid \(MANA\)](#) to be the official supplier of RUTF packages.

[World Vision Canada \(WVC\)](#) collaborates with FFF to distribute RUTF through their [Community-Based Management of Acute Malnutrition \(CMAM\)](#) programs. Following its inception, FFF has been partnering with WVC to help support their international relief and development programs. To date, FFF has provided a total of 14 container loads of RUTF to support World Vision Canada's acute malnutrition programs in Burundi, Chad, Democratic Republic of the Congo, Ethiopia, Malawi, Mali, South Sudan and Uganda. 100% of donations received by FFF go towards the purchase of RUTF. This provides donors with the confidence that their donations are being used to achieve the greatest possible impact.

### Quote:

*"Our vision is to engage, empower and inspire everyone to make a difference in the world"*  
- Maria Martini, Founder and Executive Director of Food For Famine Society

### Quick Facts:

- **FREE Public Event! RSVP Required via [Facebook](#) & [Eventbrite](#)**
- Featuring: Dave Toycen, President & CEO, World Vision Canada  
-African Children's Choir
- What: World Food Day 2014
- Who: Food for Famine Society, event organizer
- Where: [Langley Events Center](#), 7888 - 200 St., Langley, BC
- When: Thursday, October 16, 2014
- Time: 10:30 am to Noon (Doors open 10 am)

### What YOU can do:

- Text FFF to 45678 to donate \$5 to RUTF
- Make a donation at [www.foodforfamine.org](http://www.foodforfamine.org)
- Ask your school or business to fundraise
- Share Food For Famine's story via [Facebook](#) & [Twitter](#)
- Call us for more information! 604.290.5684

### For interviews contact:

Alicia Pereira - (647) 291-2520, [Alicia\\_Pereira@worldvision.ca](mailto:Alicia_Pereira@worldvision.ca)  
Maria Martini - (604) 290-5684, [maria@foodforfamine.org](mailto:maria@foodforfamine.org)  
Leah Chevallier - (778) 938-9127, [leah@foodforfamine.org](mailto:leah@foodforfamine.org)

*\*\*Since 2009, Food For Famine Society has affected the lives of over 15,000 children.*

*\*\*\*World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families & communities to overcome poverty & injustice. World Vision serves all people regardless of religion, race, ethnicity or gender. Visit our News Centre at [worldvision.ca](http://worldvision.ca)*