



For Immediate Release
November 29, 2016

**Giving Tuesday Reminder:
The Mustard Seed Seeks Donations of Critical Hygiene Items and Food Hamper Supplies**

Spirit of Giving holiday donation drive aims to collect The Mustard Seed's urgently needed items

Calgary, AB – With fewer supporters able to give what they would normally contribute this year, combined with the significant decrease in donations last year, The Mustard Seed has been left scrambling to keep up with the growing needs of homeless men and women in Calgary.

“Donations during the holidays usually replenish us for the majority of the year. But last year we didn’t receive as much as we normally do and this year donations are down again. The shortage is compounded by the fact that we’re seeing more people seeking help at our emergency shelters. When a guest arrives and we are out of things like underwear or toothbrushes, it causes frustration and pain. It can add to their feelings of hopelessness especially over the holidays which is a particularly tough time of year for people living in poverty,” says Trudi Marx, Sorting Centre Coordinator with The Mustard Seed who works on the front lines to stock the organization’s emergency shelters.

The Spirit of Giving holiday donation drive encourages Calgarians to donate the items The Mustard Seeds needs most; things like thermal socks, toques, scarves, gloves and underwear; hygiene items like toothbrushes, deodorant and disposable razors; and supplies for food hampers. Donations are being accepted at all Calgary London Drugs locations until December 24th.

“It’s humbling to realize that the little things – the small acts of kindness – can help turn a life around. Together with the generosity of our staff and our customers, we can all come together and show that we care. That’s what the spirit of giving is all about,” says Brady Dolan, Store Manager at the new London Drugs location in Sage Hill.

The Mustard Seed’s Most Needed Items:

| Necessities for Winter | Food Hamper Supplies | Hygiene Items |
|--|--|---|
| <ul style="list-style-type: none"> • Thermal/wool socks • Underwear – new • Toques, scarves and gloves • Hand and toe warmers • Towels, Blankets • Travel mugs, water bottles (not ceramic) • Backpacks | <ul style="list-style-type: none"> • Chocolate/candy • Canned vegetables, dehydrated potatoes, cranberry sauce, pickles • Boxed stuffing, gravy mix packages • 2L bottle of juice/pop • Coffee or tea | <ul style="list-style-type: none"> • Toothbrushes, toothpaste • Disposable razors • Deodorant • Hairbrush/comb, lip balm • Travel-size tissue, soap, shampoo and conditioner • Hairbrush/comb • Lip balm • Nail care items • Ear plugs |

For photo, video or interview inquiries please contact:

Angela Joyce, Media Relations
403-681-9286
aj@whiterabbitcommunications.com