

Hamilton Professional Firefighters Association

Local 288 International Association of Firefighters



Information Release

Hamilton Professional Fire Fighter's Association – Local 288 #eatAbeet helps Food4Kids Hamilton raise funds & promote need to end childhood hunger in Hamilton

March 13, 2021 (HAMILTON) – On February 12, 2021, the Hamilton Professional Fire Fighters Association (HPFFA) – Local 288, launched the #eatAbeet social media challenge to help raise funds & awareness for [Food4Kids Hamilton](#) (and to “beet” childhood hunger in the City).

The HPFFA started the campaign with a \$5,000 donation and with the help of [Tandia Financial Credit Union](#), who sponsored the fundraiser and matched that amount, the goal of \$32,500 was that much closer. What would \$32,500 do for Food4Kids Hamilton? That amount was chosen so that the almost 1300 registered children would each receive a \$25 grocery card. (The grocery card option is an innovative solution created by Food4Kids to ensure children in need received support when in-school Covid attendance is not consistent)

The #eatAbeet campaign challenged Hamiltonians to eat a beet (raw, cooked, pickled, canned, juiced...it didn't matter), post a video or photo to social media, donate \$25 (or whatever they could) to Food4Kids Hamilton and challenge other people in the community.

As of March 12, the campaign came to a close having raised **\$32, 610.00** and received incredible exposure throughout the City thanks to positive support from our friends in the media and on many social media platforms. Thank you to everyone who posted videos or photos, donated and challenged others. Your support will have an impact and makes an incredible difference for those in need. To view some of the videos and photos please visit the [HPFFA site](#) here.

Just because the campaign is over, doesn't mean the need for #eatAbeet stops. The beet can continue to roll on. People can continue to post videos and photos. Donations are always needed. There are 1300 children who need the help of the Hamilton community and #eatAbeet can last forever. #eatAbeet will be back in 2022. Stay tuned!

Food4Kids Hamilton currently facilitates programs in 63 Hamilton elementary schools and 6 Hamilton high schools. Each week, these schools receive 1,300 packages of healthy food to distribute to children enrolled in the program. During COVID-19 when children are not in school, Food4Kids Hamilton mails grocery cards to registered children.

Help us BEET childhood hunger in Hamilton.

The Hamilton Professional Fire Fighter's Association Charity & Community Support team has been a Registered Charity since 1967 operated by the members of Local 288. The goal has been to help those who need it most in the Community through various charity endeavors and community assistance, benefiting and supporting many local organizations and charities. For complete details on the HPFFA Charity, please visit www.hamiltonfirefighters.ca

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