

August 29, 2014
For Immediate Release

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28th OPERATION HARVEST ADDS NEW TWISTS

Preparations are in full swing for Operation Harvest, Yakima Rotary's annual community food drive scheduled for October 4th.

Goal is 260,000 lbs. of total food – obtained through a combination of \$35,000 cash for food purchase and 50,000 lbs. in direct food donations.

Yakima Rotarian Mike Latimer chairs the effort this year and says a few new wrinkles could get them over the top. "We are reaching out to church groups to raise awareness amongst their congregations and to encourage food donations at their place of worship," he says. "The local Boys Scouts are also making a massive effort to raise awareness of Operation Harvest by distributing flyers into neighborhoods. They will also work our historically weaker routes to improve donation levels," added Latimer.

The third new addition is a community business competition. "This should be fun," says Latimer. "We will tap into the competitive spirit of businesses through a handicapped (by business size) competition. We think 30 or more businesses could jump into it."

Nine local food banks will be replenished by the community food drive to meet the critical needs of families going into winter.

Crews of volunteers from Rotary and the community at large will canvass neighborhoods for foodstuffs put out in plain sight starting at 9am, Saturday, October 4th.

The cities of Yakima, Selah, Union Gap, Naches, Moxee and the Terrace Heights area will be covered.

Cash donations can be mailed to Operation Harvest, P.O. Box 464, Yakima, WA 98907.