



Premier John Brumby launches Feed Melbourne with FareShare volunteers and staff. Picture: ANDREW BATSCH. N50ME755

Businesses quick to lend a hand

THE 2010 Feed Melbourne campaign has received a massive boost, thanks to three major supporters.

The Pratt Foundation has contributed \$50,000 and supply chain solutions company Linfox has also made a large donation.

And Groove Train restaurant chain is donating 50c from every meal served this month and expects this and other fundraising activities will add at least \$50,000.

Linfox chief executive Michael Byrne said he was delighted for his company to be a key supporter.

Mr Byrne said food charity FareShare, which would receive one-third of the money raised, was a "tremendous" organisation and "we can all be very proud" to support the work it does.

Pratt Foundation chief executive Sam Lipski said Feed Melbourne aimed to address "a serious problem out there".

FareShare and other food charities did "vital work" and the foundation was pleased to be able to help.

The foundation was a major Feed Melbourne supporter last year and has committed to making a contribution over the next two years, Mr Lipski said.

One of the owners of Groove Train, Tony Dimovski, said he heard about Feed Melbourne after reading about it in Leader newspapers.

"It hit me - I thought it would be great thing to be involved in, a great way to help the less fortunate Melburnians."

A key supporter of the Feed Melbourne campaign, Woolworths, has made its checkouts available for shoppers and others to make donations.

Recipe to succeed

Feed Melbourne's a wonderful campaign, says Premier

Campaign | Nick Miller

FEED Melbourne is a great initiative that has far-reaching benefits, says Premier John Brumby.

Launching Feed Melbourne, he said: "It's a wonderful campaign, it's a wonderful thing to do."

Feed Melbourne raises money for food charities such as FareShare.

The contributions help them rescue, store and distribute good food that would otherwise go to the tip.

The work of the charities meant "meals go to families, the homeless and needy people who pre-

viously would have gone without", Mr Brumby said.

"FareShare aims to give away up to a million meals this year and that's great for the community."

Speaking at the Groove Train restaurant at Victoria Harbour, Docklands, Mr Brumby said the campaign provided other important benefits to the community. "I've spoken to volunteers today from all different walks of life and they have talked about how they all get something out of it.

"They get to know they've done something good for their community."

Mr Brumby also pointed to

other benefits of the food charities' work.

"By stopping so much good food going to landfill, you're getting environmental benefits as well.

"This is a campaign that ticks every box."

He thanked Leader Community Newspapers for running the campaign in conjunction with FareShare.

"Thanks for Leader's great support, especially in a philanthropic sense and a leadership sense."

Groove Train was chosen for the launch because the restaurant chain is a major Feed Melbourne supporter.