

February 12th, 2010

Media Release

One CAN... make a difference!

It starts with one can. To feed the hungry. To lift the spirit. To change the world.

For millions, each day begins and ends with the anguish of hunger. Canstruction®, a charity sponsored by the design and construction industry, is determined to end this suffering.

Canstruction® is a design/build competition showcasing the talents of design and construction industry professionals and the students they mentor. At events held around the world, teams are given just 12 hours to defy expectations, logic, and gravity as they build fantastic sculptures from thousands of cans of food. Driven by the knowledge that their structures will change lives – by lifting the spirits of those in need, by raising public awareness, and most importantly, by filling the shelves of local food banks.

Dedicated teams in Regina will work tirelessly on Friday, February 19th, to bring their creations to life. The following day, the super-sized masterpieces will be judged in a variety of categories as these unconventional art exhibits will be open to the public at the Cornwall Centre and Northgate Mall. The cost of admission is FREE, but a donation of just one can of food will make a real difference!

From Saturday, February 20th, local people will also be able to vote at the Cornwall Centre and Northgate Mall for their favorite sculpture and enter a FREE draw to WIN one of two \$250 shopping sprees. The sculpture that receives the most votes will take home the 'People's Choice' Award.

Canstruction® is using one can as a catalyst for change. One can to represent the building blocks of these massive sculptures. One can to prove that every act of kindness makes a difference. Through the generosity of volunteers, judges, and members of the community, Canstruction® has contributed millions of pounds of food to community food banks – demonstrating that we can win the fight against hunger.

Making a difference. Changing the world. One can.

For further information you can visit www.reginafoodbank.ca/canstruction.

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