



**FOR IMMEDIATE RELEASE**

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*At The Centre of Giving*

**Winnipeg** – While The Winnipeg Convention Centre takes in hundreds of thousands of attendees for a variety of events all year-long, this is the time of year when it *gives back* to the community.

Headed up by Frieda Rutherford, Centre Place Café Supervisor, this third annual celebration of giving takes place right out of the little restaurant on the second floor. Customers at the Café can leave their pennies or other change from breakfast, lunch or a coffee purchase in the Wishing Well of Hope for the **Pennies From Heaven** campaign. Or, they can request a Penny Pouch which they take to their office or business to fill up and bring back to The Well. Food contributions are also gratefully accepted which will be donated to **Winnipeg Harvest**, and new toys will go to the **Salvation Army**.

Last year, Frieda and her team of angels, staff and customers of the Winnipeg Convention Centre raised over **\$1,100** for **Pennies From Heaven**, a charity fundraising campaign driven by the Winnipeg Free Press to provide food, toys and other gifts this holiday season to financially challenged Winnipeggers. The Café also donated **1,137 pounds** of food to **Winnipeg Harvest** and numerous new toys to the **Salvation Army**.

Frieda is overwhelmed by the support this project has received. “I work with incredibly supportive management and staff and I am so fortunate to have the best customers in the City”, boasts Rutherford. “Convention Centre staff have volunteered their time in building and setting up the Wishing Well and designing all of the signs and donation certificates, while our clients have donated the treasure chest inside the Well, sewed all of the holiday pouches, and even provided me with cheques to put into the Well or to buy food or toys”.

“We are very proud of Frieda and the rest of her team as they bring our entire staff and customers together in support of these worthwhile community initiatives,” notes Convention Centre President & C.E.O. Klaus Lahr. “Frieda is a true treasure and the incredible response from everyone around confirms that.”

Frieda moved to Winnipeg 15 years ago and the Centre Place Café has been her second home for the last 11. Her mission has always been to improve the lives of those around her in whatever way she can. Even as a child in Ontario, Frieda remembers giving away many of her own clothes to someone she felt needed them more.

“I guess I still would like to save the world”, reflects Frieda. She is....one penny at a time.

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For interviews, please contact: Klaus Lahr, President & C.E.O., Winnipeg Convention Centre, at 956-1720.