

Mossley WI participates in club award program

By Evelyn Rath

For the fourth year, Mossley WI are involved in Radio 98 Community Club Awards. This is a charity-assisting program where member groups collect cans and bottle caps from Coke products, as well as many product codes and store receipts, which must be counted and forwarded to Radio 98 to acquire points which are later converted into cash awards. This year there is \$60,000 to be awarded. Four million dollars worth of sales were generated by this campaign to the benefit of local stores, businesses and specific products. Mossley WI has won \$2,997 in the last three campaigns.

Last year Radio 98 Club Awards Program collected 50,000 Campbell's soup labels. These in turn were donated to the Canadian Figure Skating Association which received \$2,500 for redeeming them. Seven point eight (7.8) tonnes of Coke company cans and caps were recycled.

We feel this project works well for a WI for several reasons.

1. It is a real publicity campaign for your group, as your family, neighbors, and every group to which any of your members belongs ends up collecting for you.
2. It helps the environment, as many cans along roads and in parking lots are gathered.
3. It is necessary for your group to work closely together to count and tally your returns, so your group is strengthened.
4. It is a social activity. We have had car trips, bus trips, theatre parties, guest speakers and fashion shows, all to support CAA.

If there is a Community Club Awards Program in your area, why doesn't your group become involved? You must be prepared for lots of work, but we can recommend it!

Evelyn Rath is president of Mossley WI.



Pictured above are some Mossley WI members at the Radio 98 Community Club Awards payout party. They are dressed in costumes representing CCA sponsors. In the back row, from left to right, Bev Beacham, Caroline Erwin, Marge Adam, Dorothy Sutherland, and Marla Johnstone. Front row is Irene Hansford, Winnie Law and Evelyn Rath.

Seminar gives ideas, information on promoting agri-food products

Are you involved in promoting an agri-food product? Would you like some new ideas and information on effective agri-food promotions?

During March and April, the Rural Organizations and Services Branch of the Ontario Ministry of Agriculture and Food (OMAF) is offering regional, day-long seminars called Planning Effective Agri-Food Promotions.

The seminars will give you information on current consumer trends, how to work with the media, exhibit creation and good demonstration techniques, as well as a chance to discuss the importance of agri-food promotion.

For more information on Planning Effective Agri-Food Promotions, contact your nearest OMAF office.

The seven seminars will be held at the following locations.

Wednesday, March 1, 1989 (French)
Alfred College of Agricultural Technology, Alfred

Tuesday, March 21, 1989
Waterloo Inn, Waterloo

Wednesday, March 22, 1989
Thorndale Community Centre,
Thorndale

Wednesday, March 29, 1989
Holiday Inn, Barrie

Thursday, March 30, 1989
Kemptville College of Agricultural
Technology, Kemptville

Tuesday, April 4, 1989
Leslie Frost Provincial Building,
Lindsay

Thursday, April 6, 1989
Senator Hotel, Sudbury