

'Seeds for Life' new Oxfam fundraiser

This spring, Canadians can make a difference in the fight against poverty and hunger through Oxfam-Canada's new annual fundraising campaign, Seeds of Life.

From April 20 to June 9, the aid agency is selling sunflower seeds just in time for planting season through Canadian clothing retailer Northern Reflections.

At \$3 a packet, the seeds are available in close to 200 store locations across the country. The goal of the campaign is to raise \$100,000 for community-based programs to alleviate poverty and hunger.

"The sunflower seeds represent Oxfam's focus on food and self-sufficiency," explains Marion Dewar, Oxfam-Canada volunteer and chair of the Board of Directors. "Planting, seeds and harvesting are all symbolic of Oxfam's philosophy of helping people help themselves. We're asking people to sow the Seeds of Life in their gardens. They'll be

planting a little ray of hope for people throughout the world."

All proceeds go directly to Oxfam programs to promote self-sufficiency in food. Programs include helping people in Ethiopia develop soil and conservation, obtain seeds and tools and learn new farming techniques to feed their families; or training Cuban women to cultivate soybeans for producing nutritional supplements for school children because of milk shortages.

"Our mandate is to work directly with people who strive for basic necessities such as clean water, shelter, food, health care, education and jobs, and help them achieve their goals," says Dewar.

"Northern Reflections is proud to assist Oxfam-Canada with this initiative," states Lesya McQueen, vice-president, Operations, Northern Reflections.

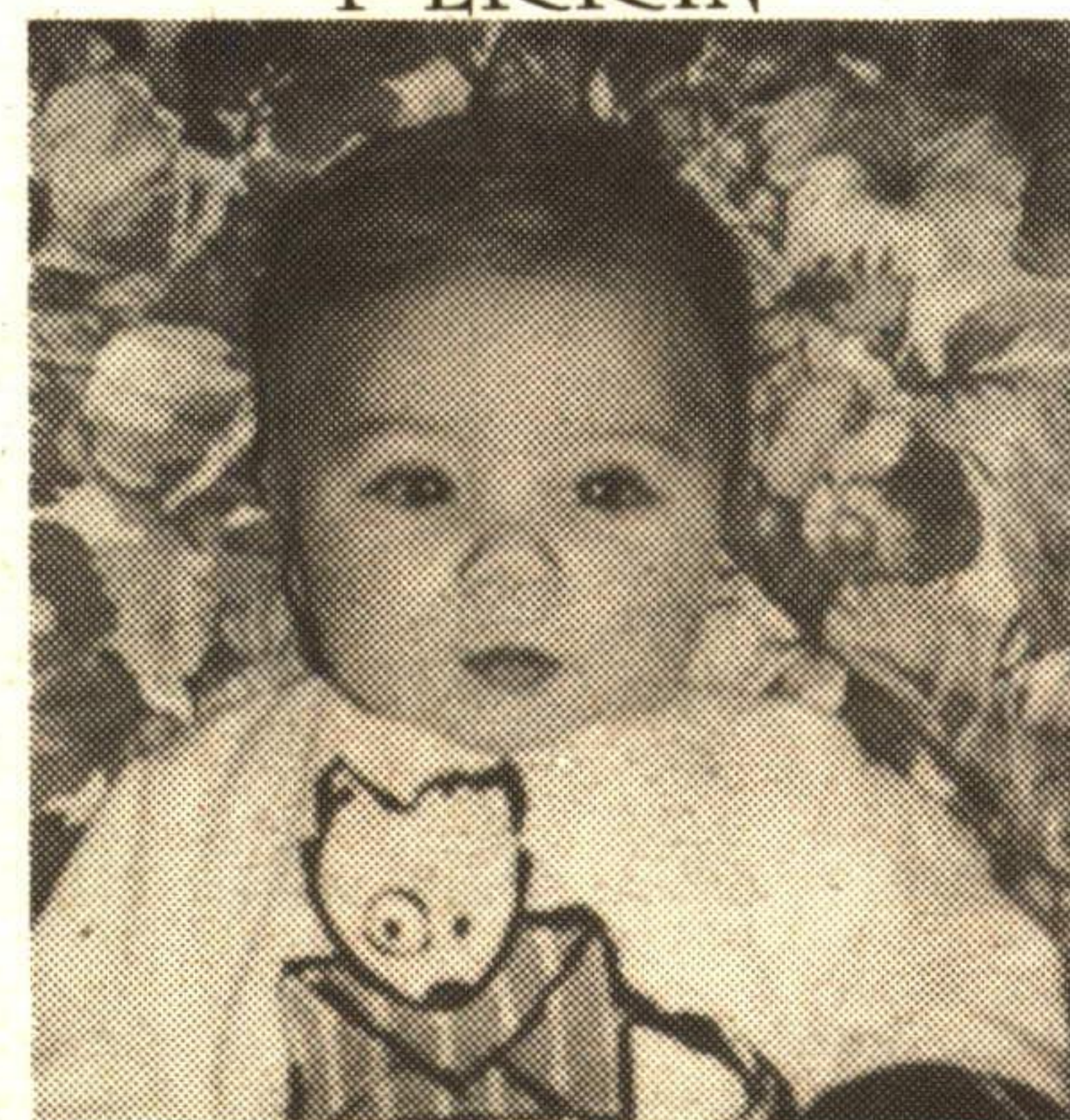
"It provides us with the opportunity to give something back to the community, for our employees

to get involved and allows Canadians the chance to make a real difference for those less fortunate."

In addition to Northern Reflections, Oxfam-Canada also thanks Gee, Jeffery & Partners Advertising Inc., and Kerbel Communications Inc. for their roles in providing creative and public relations support to Seeds of Life.

Oxfam-Canada is an international development agency that aims to overcome poverty and social injustice and help people help themselves. It works with partner organizations and communities to achieve 10 basic rights for all: enough to eat, clean water, a livelihood, a home, an education, health care, a safe environment, protection from violence equality of opportunity and a say in our future.

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