



FOR IMMEDIATE RELEASE ELORA ONTARIO, April 18, 2024

**SENSATIONAL ELORA ORGANIZATION SECURES FUNDING FROM THE GOVERNMENT OF CANADA'S
COMMUNITY SERVICES RECOVERY FUND TO RESET THE FUTURE**

A new Strategic Plan sets the stage for Sensational Elora to continue to raise vital funds to combat food insecurity in the Centre Wellington Community.

Celebrating a record breaking 2023 contribution to the Centre Wellington Food Bank and CWDHS of over \$14K (and \$171K total since inception), Sensational Elora received funding from the Government of Canada's Community Services Recovery Fund to invest in the creation of a five-year Strategic Plan to ensure that the organization's valuable work continues. The plan includes work to promote awareness of the organization, strengthen and expand partnerships, establish event evaluation and assessments, formalize organizational governance and to identify new fundraising opportunities.

"The thousands of dollars raised allows us to continue our essential grocery program which provides meat, dairy and other products to families. We are so grateful for Sensational Elora!" Curt McQueen, Executive Director, Centre Wellington Food Bank

"Sensational Elora has impacted our school community by generously donating thousands of dollars over the years to our CW Eats breakfast program. These funds have greatly enhanced my ability to ensure that no student goes hungry during the school day at CWDHS and can instead focus their attention on student learning. I am entirely grateful for the support we have received and cannot speak highly enough of the Sensational Elora Team." Nicole DeBeyer, Chef Instructor, CW Eats Breakfast and Lunch Coordinator, Centre Wellington District High School

"The projects supported by the Government of Canada through the Community Services Recovery Fund demonstrate that we are a caring and compassionate society that values the well-being of all its members. It is heartening to see the compassion and empathy of our citizens as they give back to those in need. Projects like Sensational Elora are the testament to the power of our collective action and our ability to come together to make a positive difference in the world. I am confident that together we can make a meaningful impact on the lives of those in Elora."

- Jenna Sudds, Minister of Families, Children and Social Development

ABOUT SENSATIONAL ELORA:

Founded in 2008 by Rhoda Lipton, Sensational Elora began as a 2 week-long summer - fall Festival of the Senses. Over the years it has evolved to a year-long series of events including Monster Month, Pumpkin Day, Empty Bowls Project, The Soup Off, Fergus Pub Night, Film on a Plate and Sensational Sounds. Monster Month brings the Sensational Elora Monster March and our Twilight Zoo of monsters for a major local and visitor attraction. The events also provide the opportunity for residents and visitors to experience and enjoy the charm and natural beauty of Elora and the surrounding area.

Sensational Elora provides a meaningful way for local businesses to sponsor events and promote their services while supporting the fundraising efforts. The organization is grateful to the sponsors and volunteers who have made the events a success over the years.

If you are interested in corporate or business sponsorship opportunities or if you are interested in volunteering, please contact info@sensationalelora.com.

FOR MEDIA INQUIRIES:

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