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**FOR IMMEDIATE RELEASE
MEDIA RELEASE**

**CONTINENTAL BAKING COMPANY GIVES JA\$2 MILLION BOOST TO
FOOD FOR THE POOR'S SCHOOL FURNITURE CAMPAIGN**

Kingston, Jamaica – November 15, 2013: Food For The Poor (FFP) Jamaica today received a significant boost with the donation of \$2 million from the Continental Baking Company/National Baking Limited towards the charity's *Thirtieth Anniversary School Furniture Programme*, which was recently launched.

This financial contribution covers the cost of one 40-foot container load of 1100 student desks and chairs that will assist FFP with providing *no fewer than 15,000 school desks and chairs* to educational institutions islandwide between October 2013 and the end of the 2013-2014 academic year.

Making the presentation this morning at the organization's head office in Kingston, Mr. Gary 'Butch' Hendrickson, Chairman of the Baking Company, said "this donation is made on behalf of the staff here at Continental/National Baking Company towards your charity efforts in education."

He also lauded FFPJ and Chairman Andrew Mahfood for the example of giving that they have been demonstrating over the years, which has inspired other organizations, such as Continental / National Baking, to emulate such actions.

FFP's *30th Anniversary School Furniture Programme* is intended to satisfy the dire furniture requirements of schools which are facing an acute shortage of these much-needed supplies. Our charity has been leading this initiative by appealing to our private sector institutions, foundations, civil society and the Diaspora to make donations available to FFP so that we can provide the 15,000 desks and chairs for our schools.

The Continental / National Baking Company is the first organization to have responded to the appeal by contributing the funds for the first container of school furniture.

"This contribution shows the size of your heart and your consistent willingness to assist projects in the area of education" said Mr. Mahfood. "Over the years, you have helped thousands of children across island so we thank you very much for your support of this programme that will help children who are forced to learn under less than desirable circumstances. May God bless you, your family and the Continental Baking Company."

He also commended Mr. Hendrickson for making personal contact with FFP as soon as the appeal was sent out via email.

The FFP School Furniture initiative will be of utmost importance in improving the teaching / learning and aesthetic environment of schools. It was inspired by the Ministry of Education's stated need for thousands of desks and chairs to satisfy the dire furniture requirements of public educational institutions islandwide.

FFP will be handing over the first 2,300 desks and chairs in the January 2014 school term fully funded by FFP.

This Programme is our major activity to celebrate our 30th Anniversary milestone as a charity and we cannot make the target without meaningful help.

HOW TO MAKE DONATIONS

Donors may make their contributions on line at: foodforthe poor.org/schoolfurniture. Persons may also send their commitments to jacquelinej@foodforthe poorja.org and deposit their donations to NCB St. Jago Shopping Centre Branch, *Account number 47-1043885*. Those wishing to make US dollar donations should lodge to the NCB St. Jago Shopping Centre Branch, *Account Number 47-4335267*.

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Food For The Poor (FFP)-Jamaica is the largest charity organization in the country. Food For The Poor Inc., located in Florida, USA, was named by *The Chronicle of Philanthropy* as the largest [international relief and development organization](#) in the United States. It is an interdenominational Christian agency that does much more than feed the millions of hungry poor in 17 countries of the Caribbean and Latin America. FFP provides emergency relief assistance, clean water, medicines, educational materials, homes, support for orphans and the aged, skills training and micro-enterprise development assistance, with more than 95% of all donations going directly to programmes that help the poor. For more information visit our Web site at www.foodforthe poorja.com

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