



PRESS RELEASE

County of Dufferin
55 Zina Street
Orangeville, ON L9W 1E5

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Dufferin County to distribute grocery gift cards to those hardest hit by the recent ice storm

Dufferin – The County’s Community Services Department is facilitating the distribution of grocery gift cards for Shoppers Drug Mart to residents of Dufferin County who were hardest hit by the ice storm that began on December 21st, 2013.

The ice storm affected a large portion of Ontario and many homes were without power for several days, in some portions of Dufferin County residents were without power for as many as nine days while crews from Hydro One worked to replace poles, lines and transformers, all heavily damaged by the ice and tree limbs that crashed into them.

After 48 hours without power the contents of many home refrigerators and freezers become dangerous and must be discarded, the resulting financial implications can be challenging for some residents. It is these families and individuals the grocery gift card program is intended to assist “Those families who have been finding it a challenge to get by may not be able to afford to replace food that spoiled during a power outage” said Keith Palmer, Dufferin County’s Director of Community Services.

“The intent of this program is to provide limited assistance to those households that wouldn’t be able to replace damaged food. Not everyone who was without power will receive a card as they are very limited” said Palmer.

The program, which has received a great deal of corporate sponsorship, will provide \$50 for individuals and \$100 for families that were without power for 48 hours or more.

Those who meet the 48 hour power outage criteria can apply for a gift card at the Community Services offices located at 30 Centre Street in Orangeville, from Tuesday, January 7, 2014 onwards, between the hours of 8:30am and 4:30pm. People are asked to bring identification, proof of address and to verbally state the total number of people living in the home.

For more information, please contact:

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