



MEDIA RELEASE

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FREE MEALS ON THE MENU TO MARK 70 YEARS

Meals on Wheels SA is toasting seven decades of loyal community service by delivering up to 5000 free meals to its customers across the State.

To mark its 70th year in operation, South Australia's largest volunteer organisation is inviting local businesses to join the celebration.

"Turning 70 is a major birthday and in lieu of presents we're asking businesses to consider donating to our free meal campaign," Meals on Wheels SA CEO Sharyn Broer said.

"By donating the cost of meals for a day at a local branch of their choosing, a local business can help us make a very special delivery to our customers."

Participating businesses will also be invited to take part in the free meal delivery on August 9 (the date when Meals on Wheels was officially founded in SA by Doris Taylor MBE in 1954) while customers will receive a card acknowledging the donation.

The campaign comes as demand for the organisation's hearty meals and wellbeing services is escalating. Since December last year it has jumped by 36 per cent.

"Our 70th marks much more than a birthday, it represents the amazing dedication of our volunteers, staff and supporters who have given back to generations of South Australians in need and continue to do so," Mrs Broer said.

"Businesses who sponsor their local branch for a day are also supporting the social connection that our service provides, which is fundamental in keeping our customers healthy and independent in their own homes.

"We thank those businesses who have already got on board and we hope to hear from more organisations to reach our goal.

"We're excited to celebrate 70 years of service with our supporters and look forward to many more years of helping our customers live healthy and fulfilling lives."

Flinders Port Holdings is one of the first local businesses to sign up for the campaign. It is sponsoring free meals across 10 branches including Ardrossan, Ceduna, Copper Triangle, Port Adelaide, Port Lincoln, Port Pirie, Southern Yorke Peninsula and Whyalla.

"We saw this as a great opportunity to support Meals on Wheels and the local communities in which our own staff work and live," Flinders Port Holdings Group Marketing Manager Hannah Davis said.

"We wish Meals on Wheels a very happy 70th and we're proud to be helping them celebrate such a great milestone in this way."

Businesses looking to join the Free Meal campaign are urged to email Meals on Wheels SA at marketing@mealsonwheelssa.org.au

About Meals on Wheels SA

Meals on Wheels has nearly 6000 volunteers and 120 employees working across a network of 84 branches in SA. Founded in 1954, it provides 1.1 million meal services each year in metropolitan, regional, rural and remote locations.

It is also increasingly involved with group cooking classes, social activities and an expanding school intergenerational program to help older people feeling isolated connect more with their local community.

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