

PRESS RELEASE

GRAY ACADEMY STUDENTS CONTRIBUTE TOWARD SETTING GUINNESS WORLD RECORD IN FOOD DRIVE

October 22, 2007 – Students at Gray Academy of Jewish Education heeded the challenge to help break the Guinness World Record for the most food donated during a 24-hour period. With a rallying cry to the 585 students at the school, students, parents and teachers donated **680 pounds** of canned and dry goods to Winnipeg Harvest in their successful quest to surpass the current world record established by the city of Regina in 2006.

Winnipeg Harvest announced today they collected just over 176 tons of mostly cereals and canned goods in 24 hours with the support of corporate donors and the larger Winnipeg community. At Polo Park Shopping Centre, professional designers, architects and engineers participated in the “*Canstruction Winnipeg*” design and build competition using food tins and packages to create eleven different designs ranging from a recreation of the proposed Canadian Museum for Human Rights to a replica of the Winnipeg Airports Authority complete with plane. Visitors to the mall could vote for their favourite design using foodstuffs for ballots. The exhibit also helped raise over 28 tons of food donations.

Gray Academy student council representative David Rubinfeld coordinated the initiative at school with bravado in his role as the **Environment and Humanitarian committee co-chair**, along with Judaic Studies high school teacher Rochelle Gamliel. David’s impetus for the school’s involvement involved approaching every grade in elementary to take part in the fight against poverty, and placing posters and announcements in the high school. “It was a huge success and the fact that we brought in over 600 pounds in just four days is amazing. Kol Hakavod to everyone,” David Rubinfeld said proudly.

Other initiatives that the Environment and Humanitarian committee will be planning this school year involve programs that promote environmental awareness along with their partners, such as a 30 hour famine where students give up food for 30 hours to raise awareness and donations for global poverty issues (*World Vision*); a music fest called “Keep the Beat” that is a music marathon fundraiser (*War Child Canada*); an environmental awareness week with a focus to fight climate change by getting Canadians to use less energy (*Flick Off*); and a recycling program with a mandate to change all paper products at the school to recycled paper.

“We are very proud of David’s initiative and self-directed approach to this important city-wide project that benefits so many people in need. One of our Judaic Studies courses, *Gemilut Chasidim*, focuses on the strong moral sense of giving back to the community, and David has taken the timeless message of *tikkun olam* to heart with resounding positive consequences,” said Hart Sera, Principal.

Gray Academy of Jewish Education is a JK-Grade 12 university preparatory school that places equal value on Jewish and General academic programs, and provides

opportunities to nurture the emotional well-being and spiritual development of all students.

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