

Kiwanis launching major food drive

KIWANIS INTERNATIONAL, with almost 7,000 Kiwanis clubs throughout the United States, has launched a major public-service campaign to expand local community food-bank programs, according to Kiwanis International President Donald E. Williams. The program was begun in Detroit in 71 years ago.

The campaign includes television and radio spots, billboards, and full-pages ads in major magazines. Each message features President Ronald Reagan, speaking on behalf of Operation Care and Share.

"Two of our nation's greatest resources are an abundance of food and the American spirit of voluntarism," says Reagan.

Operation Care and Share is a national, private-sector initiative to increase public awareness of how individuals and organizations can help to feed the needy by mobilizing greater human, financial, and in-kind resources in support of local food programs. Participating organizations include a wide range of service clubs and fraternal groups, trade associations and labor unions,



corporations and community volunteer groups.

"Partnerships are forming across the nation to share our bountiful resources with those in need, in ways that respect their dignity as citizens," says Reagan.

Kiwanis International is a National Partner in Operation Care and Share. But the commitment to national organizations isn't enough, says Williams.

"Our public-service campaign is

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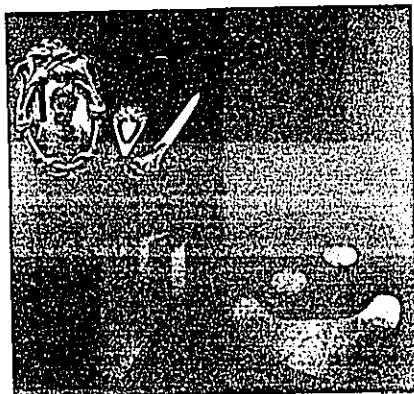
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