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# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## WORLD'S FINEST SHOWS AND NORFOLK COUNTY FAIR TEAM UP TO HELP FIGHT LOCAL HUNGER

**Simcoe Ontario** based midway provider, **World's Finest Shows** is partnering with **Norfolk County Fair** and area food banks on **Thursday October 6, 2016** to help fight hunger in the community with a new campaign called "**Fill the Wheel For Hunger**".

Fill the Wheel for Hunger will benefit five local food banks by collecting non-perishable food items from the public in exchange for discounted ride coupons. Each person who brings one or more non-perishable food items for the campaign will be able to purchase enough coupons to go on 10 rides for \$10.00.

"We look forward to this new project and its impact on the local community," says Patrick Jamieson, General Manager of World's Finest Shows. "To be able to help our neighbours and those in our community who go hungry is something our company strongly believes in."

The hope of the campaign is to completely fill one or more buckets of World's Finest Shows giant ferris wheel called the "Century Wheel" with food items that will be divided amongst 5 local area food banks.

Recipients of the food donations will be **Simcoe Caring Cupboard, Port Dover Lifeline Food Bank, Delhi Sharing Pantry, Waterford and District Food Pantry and Port Rowan Mission Food Bank.**

"Our guests, partners and members of the public are invited to help us make this campaign successful," adds George Araujo, General Manager of the Norfolk County Fair. "The more food we receive the more impact we can make for those in need - which is especially important over Thanksgiving weekend."

*World's Finest Shows is a travelling midway headquartered in Simcoe Ontario that tours through the province of Ontario every spring, summer and fall. Founded in 1992 World's Finest Shows boasts over 50 attractions featuring kid's rides, thrill rides, cotton candy, home made corn dogs and more. Deeply rooted into all of the communities we service - giving back is important in every aspect. World's Finest Shows is the first amusement company in Canada to become accredited with Outdoor Amusement Business Association's coveted Circle of Excellence Award.*