



Tom's Message Board

More Food for Thought

In last month's column I wrote about my newly-vegetarian daughter, buying locally grown and raised foods, and about the joy of food. In this season of festivity and indulgence, a second helping of food thought seems to be in order as I contemplate the abundance in my life and also those who struggle. We know that many people in our community fight hunger, most visibly, our homeless folks. But what about those we rarely see...our elderly?

I've had the pleasure of coming to know the good folks at CVAA (Champlain Valley Agency on Aging) over the years as a loyal client of my company. In addition to CVAA, Paw Print does business with several other local non-profit organizations that fulfill vital needs in our community and as the Holiday Season approached, the idea came to me to use the power of the pen to help others in need. Last month's Printips Thanksgiving issue included a matching gift appeal to my readers to benefit the CVAA's Meals On Wheels program. I've developed a personal kinship to Meals on Wheels over the years because it focuses on things that are near and dear to me: food, my aging parents, wheels (I'm an enthusiast of just about anything on wheels), and most importantly – feeding the hungry. My interest in CVAA was piqued several years ago when they, with the help of local stock car champ and Goss Dodge/Chrysler GM, Brian Hoar, organized the first of four annual Driving Force fundraising events for Meals On Wheels. For me personally, this was a GRAND SLAM event because it hit on all cylinders – food, fast wheels, and a good cause. Comprised of 16 teams, this 3-hour endurance race at an indoor go-kart track in Montreal raised money for Meals On Wheels. When the checkered flag fell, over \$20,000 was raised from each event – enough to deliver 4,000 hot nutritious meals to our local senior citizens... which brings me to my aging parents. Thankfully, they will probably never require the services of Meals On Wheels. But what if my parents, or yours, or the parents of someone we know did? Wouldn't it be reassuring to know that someone from Meals On Wheels could deliver a daily meal to them? Food for thought.

We live in a community that is superlative in its support for those in need and is brimming with worthy local organizations and programs. As an incentive to consider donating to CVAA, I'm offering to continue to match donations, dollar-for-dollar, through the end of this year. All donations are tax-deductible and can easily be made on-line at the CVAA website. For more details, see the holiday greeting & appeal on the outside of this newsletter. Thank you.

*Season's Greetings from all of us at
Paw Print & Mail and Catamount Marketing!*

Tom Brassard
President