

HILARY OSTROM

CREATIVE COMMUNICATIONS PROFESSIONAL

CONTACT

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WRITING SAMPLES

New Zealand Food Network writing / Brand voice

<https://pitchin.org.nz/zespri-helps-fill-eden-park-for-kiwis-in-need/>

Zespri, the world's leading marketer of kiwifruit, has donated 20,000 meals to the New Zealand Food Network's Pitch In campaign (NZFN).

As more and more families struggle to put food on the table, NZFN is urgently calling Kiwis to donate to Pitch In. With Pitch In, New Zealand Food Network (NZFN) has embarked on a mission to (virtually) fill Auckland's iconic Eden Park with meals by World Food Day 2024, and they're asking food businesses and the public to pitch in with bulk food donations and financial donations to reach this goal.

NZFN CEO, Gavin Findlay, expressed gratitude for Zespri's generous financial contribution which is equivalent to 20,000 meals.

"We are thrilled to have Zespri's support for the Pitch In campaign. Their donation of 20,000 meals takes us from the first ten-metre line, to over the halfway line to the next 10-metre line. This significant donation will make a difference in the lives of those facing food insecurity. It's inspiring to see companies like Zespri stepping up to address this important issue."

Zespri Head of Global Public Affairs Michael Fox says Zespri's is committed to supporting our communities and is delighted to contribute to initiatives like NZFN's Pitch In to ensure high quality, healthy food is getting to those who need it."

The 20,000 meals donated by Zespri will be distributed through NZFN's network to those in need, targeting grower regions in New Zealand ensuring its donation supports its growing communities.

For more information about Zespri and its community investment initiatives, visit www.zespri.com. To learn more about the New Zealand Food Network and the Pitch In campaign, visit www.nzfoodnetwork.org.nz.

About Zespri

Our purpose is to help people, communities and the environment thrive through the goodness of kiwifruit, and we work with 2,800 growers in New Zealand and 1,500 growers offshore to provide consumers with fresh, healthy and great-tasting Zespri Green, RubyRed and SunGold Kiwifruit. In 2022/23, we supplied 183.5 million trays of kiwifruit to consumers in more than 50 markets, and recorded global operating revenue of NZ\$4.22 billion. Zespri is committed to sustainability, with areas of improvement identified right through the supply chain including our pledge that by 2025 we will use 100 percent reusable, recyclable or compostable packaging, do more to help the environment, and work with our partners to be carbon positive by 2035

About NZFN

New Zealand Food Network (NZFN) is the nation's largest organisation for the collection, management and distribution of bulk surplus food and essential items. Established in 2020 with funding from Ministry of Social Development, NZFN was set up as one simple solution to two major issues; good food going to waste and the rising rate of food insecurity.

NZFN identifies, collects and distributes bulk surplus and donated food to a nationwide network of Food Hubs (organisations that provide food support to their community) at no cost to donor or community organisation.

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WRITING SAMPLES

Community Food Centres Canada Blog writing / Brand voice [Link](#)

This week, we're getting loud about the impacts of poverty and food insecurity on mental health, and how we can reduce stigma and provide appropriate supports. For too many low-income Canadians, the daily struggle to put food on the table creates enormous stress and strain. Canadians in the lowest income group are three to four times more likely to report fair to poor mental health compared to those in the highest income group. Research also shows that Canadians who are food insecure are much more likely to struggle with depression, anxiety, and mood disorders. In Ontario, adults living in food-insecure households account for more than one-third of mental health-related hospitalizations. Children also bear the brunt. Children who experience food insecurity are more likely to experience mental health issues, such as hyperactivity and inattention. And hunger in childhood is linked to increased risk of mental health issues including anxiety, depression, and suicidal thoughts.

Poverty is both a cause and a consequence of poor mental health. Poverty and its associated physical and social deprivations can lead to mental health issues. And people living with mental illness often face significant barriers to employment and inclusion over their lifetime, which can significantly increase the incidence of poverty.

FOOD INSECURITY AND MENTAL HEALTH

Canadians who are food insecure are much more likely to struggle with depression, anxiety, and mood disorders.

Stress of not knowing how they're going to afford their next meal.
The shame of having to ask for help.
The isolation that often stems from not being able to afford to participate.
The loss of hope that things can change.
How hard it is to find professional help and support.

 community food centres
CANADA good food is just the beginning

#GetLoud

Reducing the stigma around mental illness and creating access to appropriate community and mental health supports are necessary steps to breaking down barriers and making change possible. Paying attention to the role food and nutrition play in maintaining mental health is also critical.

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WRITING SAMPLES

Community Food Centres Canada - CTND Blog writing / Brand voice

At Community Food Centres, nutritious food is often the first step in improvements in mental health. Bruce, a community member in Stratford, Ontario, puts it this way: "The crises became too hard to overcome on my own. I needed answers, and I found them here. They helped my mind develop through the good healthy eating they provide here."



Community Food Centres offer a welcoming space where people can enjoy a shared meal with others, and find the supports they need. Whether it's taking time to decompress in the garden, finding nourishment through a healthy meal, or accessing resources through peer advocates—there's a place for everyone at the table.

The results show the difference good food and welcoming spaces can make. 69 per cent of participants say their mental health has improved since they started attending Community Food Centre programs. And 92 per cent say they feel like they belong to a community.

Community Food Centre programs like FoodFit also explore the links between nutrition and mental health, and how the nutrients we receive from the food we eat affect our brains, our bodies, and our overall mental health.

In 2018, we hosted a webinar with Karen Davison, a researcher at UBC and Dietitians of Canada, and Kristyn Dunnion, the Community Kitchen Coordinator at The Stop, that explored the topic in greater detail.



Community Food Centres Canada - Writing sample of internal brand guidelines and strategy on following pages.

INTERIM BRAND GUIDE

LOGOS

To ensure the logo is always legible, the symbol should never be reproduced smaller than .5" in height, as shown. Our logo should be surrounded by a generous field of clear space to ensure legibility and impact.

Logos can be downloaded here: [Logos](#)



FONTS

Webfonts Google Drive products, including Google Docs and Slides, provide different fonts than the fonts included in our original brand guide.

The fonts you should be using in digital files and products are: Montserrat, Oswald and Garamond. If these fonts are unavailable or do not allow customization (ie., Notion, HowSpace) Arial is an acceptable substitute.

Montserrat - For presentations, documents, title and body copy.

Oswald - Accent font meant to be used sparingly.

Garamond - Used for documents that will be printed. Formal documents.

COLOUR PALETTE AND COLOUR CONTRAST

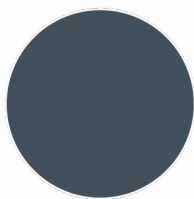
Use the brand green as a background (ie. a title page, but not every page). Green text should only be used for titles and only over 14 pt font. Our grey should be used as a body text colour as it is fully web accessible. To set the colour for online applications, refer to the HEX CODE below.



Use green for

- Titles/subtitles (no smaller than 14 pt)
- Full colour background on title pages

HEX: #9AB93C
RGB: 154 | 185 | 60
CMYK: 45 | 10 | 100 | 0 (Print)



Use grey for

- Body text
- Text boxes
- Icon colours

HEX: #43525A
RGB: 67 | 82 | 90
CMYK: 20 | 0 | 0 | 80

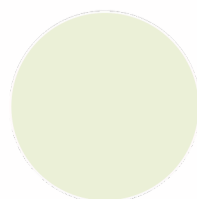
Use as accent colours only; ie. sidebars/callouts in a manual



HEX: FFBF03
RGB: 255 | 191 | 003
CMYK: 0 | 27 | 100 | 0



HEX: #46ABAB
RGB: 70 | 171 | 171
CMYK: 70 | 13 | 35 | 0



HEX: #EEFID9F
RGB: 238 | 241 | 217
CMYK: 6 | 1 | 16 | 0



HEX: #F6F6F6
RGB: 246 | 246 | 246
CMYK: 2 | 2 | 2 | 0

These lighter shades should be used as background colours for text sections, for slides and for captions to frame photos.

INTERIM BRAND GUIDE

PHOTOS

Photos show the impact of our work and focus on abundance and belonging at Community Food Centres.

The pictures we use the majority of the time connect to belonging, friendship, community: groups of people eating together, prepping a meal, working in a garden.

There are a number of photos we have received consent forms to use that can be found here: [Photos For Use](#)

We've also included photos used to show the systemic issues CFCC addresses.

These photos are most often used in policy and advocacy materials and in connection to food insecurity, poverty, isolation, and ill-health.

Generally these are stock photos, feature the back of people's heads or faces or hands, and come in more muted colours.

Please connect with the Communications team for advice around choosing these photos.



Photos below from Beyond Hunger report



ICONS AND ICONOGRAPHY

Icons should be in our brand green or grey colours. Icons should have thick outlines or be full colour objects, not overly complicated in design.



A select number of icons for use can be downloaded here: [Icons](#)

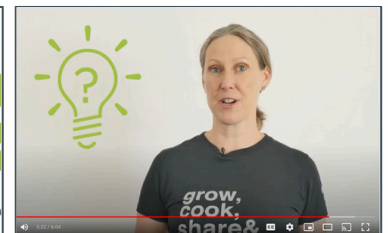
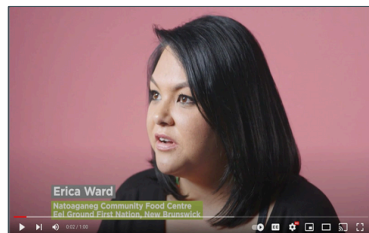
If you require a different icon then is in the folder, please search for an option in [Noun Project](#), and send your request to Hilary O. (hilary@cfccanada.ca). She can purchase and download to the specifications needed and also add it to the shared CFCC folder.

INTERIM BRAND GUIDE

VIDEO GUIDELINES

Videos are produced in hi-resolution colour, without filters. Horizontal video footage is always preferred.

- CFCC videos are informational, welcoming and joyful
- Use our brand colours and fonts for graphics and subtitles
- All pre-recorded videos must have closed captions. YouTube can help autogenerate captions that can be edited within YouTube. For webinars or other live videos, every effort should be made to provide live captions.
- Graphics/icons should not overlap closed captions
- Any typography must be legible and meet [WCAG standards](#)
- Any text must be on the screen long enough to be read.
 - A good rule of thumb is to read it out loud two times, and leave it on the screen for that long.
- The CFCC logo should appear at the beginning or end of a video for at least 2.5 seconds
- Once a video is finalized, it can be hosted on the CFCC Youtube channel.
- Please contact communications@cfccanada.ca for more information.



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WRITING SAMPLES

Indigenous Sport and Wellness Ontario
Press Release



INDIGENOUS SPORT & WELLNESS ONTARIO APPOINTS TEAM ONTARIO CHEFS DE MISSION FOR THE 2023 NORTH AMERICAN INDIGENOUS GAMES

Inspiring Chefs de Mission to lead Team Ontario athletes at the 2023 North American Indigenous Games (NAIG 2023) in Halifax as ISWO gears up to host tryouts and put together a representative contingent, approximately 550 athletes and team officials strong.

Mississauga, Ontario – August 12, 2022 – Indigenous Sport & Wellness Ontario (ISWO) has named national kayak champion Keir Johnston as Chef de Mission and ISWO Board Member Laura Suthers as Deputy Chef de Mission to lead Team Ontario at NAIG 2023.

Keir Johnston, a member of Chippewas of the Thames First Nation, is a former National Development athlete and has competed on the international stage for Canada in the sport of canoe/kayak. His passion for sport started at a young age, and his journey has continued, contending in many competitive sports throughout his life.

Keir's involvement in NAIG started in 2002 in Winnipeg, watching his sister compete and win medals in swimming and observing his mother serve as a coach. He then competed in canoe/kayak at NAIG 2006 in Denver. During NAIG 2017, he served as the sport manager and coach for Team Ontario's canoe/kayak entry. Keir has been part of the Indigenous sport pathway in many capacities and disciplines; as an athlete, coach, and organizer and has served as the former high-performance manager at ISWO. His experiences have given him a deep understanding of the life-changing effects the NAIG offers and its positive impacts on Indigenous youth.

"Sport has always been a big part of my life," said Keir Johnston, Chef de Mission for Team Ontario. "The sport of canoe/kayak has given me incredible connections to my family, my community, to water and to the land. Sport has opened many doors for me and allowed me to travel, experience new things, make lifelong friends and represent my community in a way that makes me proud of who I am and where I come from. NAIG is much more than competition; it has a powerful spirit and energy. It is an opportunity for youth to connect to their culture and to learn about other cultures beyond their community. It really has come full circle for me. I've had the privilege of working to represent Canada and to represent my community, and now I have the privilege of working to lead and connect a new generation of talented Indigenous athletes who will form Team Ontario to compete at NAIG 2023. I'm honoured to accept the position and to support the journey of these young Indigenous athletes as they move forward in sport and in life."

Laura Suthers, who is Ojibwe from M'Chigeeng First Nation (located on Manitoulin Island), has been a Director on the ISWO Board of Directors since 2017. Laura started attending NAIG as a journalist covering the games in 2006 and 2008. At the last NAIG held in 2017, she became more involved in the planning and execution of the Games as an event volunteer and eventually joined ISWO's board.

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WRITING SAMPLES

Indigenous Sport and Wellness Ontario - CTND Press Release



“Sport for me has always been a great outlet for relieving stress, keeping active, meeting others and creating strong connections,” said Laura Suthers, Deputy Chef de Mission for Team Ontario. “NAIG offers Indigenous youth from across Turtle Island the opportunity to pursue a different pathway that promotes health, a strong sense of self-identity and self-confidence, and imparts a range of valuable life skills that has the potential to change the course of many athletes’ lives for the better. I think back to starting track in high school with my brother and sister and how important it was for me growing up; I want our youth and our future leaders to have that opportunity. It’s encouraging to watch the kids compete and having fun with each other, sharing their cultures and creating those connections—this is the embodiment of the games. I’m so excited to be part of the leadership for Team Ontario, representing so many communities, tribes and nations from across the province at NAIG 2023. I know it will be a rewarding experience for all involved.”

The North American Indigenous Games are a multi-sport, multi-disciplinary event for Indigenous youth, between the ages of 13 and 19, from across North America (Turtle Island). The Games will bring together 756 Indigenous Nations, and approximately 5,000 athletes, to celebrate, share and reconnect through sport and culture in Kijipuktuk (Halifax), Dartmouth and Millbrook First Nation. The Games will offer 16 contemporary sports competitions, three of which are traditional Indigenous sports, including box lacrosse, 3D archery and canoe/kayaking.

“I am extremely pleased and honoured that Keir Johnston of Chippewas of the Thames is joining Team Ontario as Chef de Mission,” said President of ISWO, Marc Laliberte. “He has lived most of his life competing, coaching and supporting past athletes and teams who attended the NAIG in Winnipeg, Denver, Cowichan, Regina and Toronto. He is the embodiment of everything that ISWO and Team Ontario stands for, and we couldn’t ask for a better individual to lead our youth to NAIG 2023. I am also thrilled that ISWO Board Member Laura Suthers of M’Chigeeng First Nation is joining Keir and coming aboard as Deputy Chef de Mission. She brings essential knowledge, dedication and a calm and capable presence to Team Ontario. I wish them both great success and am very happy to be passing on the reins to a new generation of leadership.”

ISWO is the designated and officially recognized Provincial/Territorial Aboriginal Sport Body for Ontario, tasked by the NAIG Council and the Aboriginal Sport Circle, with managing all aspects of Team Ontario’s selection and participation at NAIG 2023. ISWO will be hosting tryouts across the province of Ontario for all NAIG sports throughout the year and into 2023. A full schedule of Team Ontario tryouts, along with additional information about the selection process for Team Ontario coaches and team managers, will be released in the coming weeks.

Contact Information

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WRITING SAMPLES

Hockey Helps the Homeless Media Advisory



MEDIA ADVISORY

WHAT: Hockey players from Markham-Stouffville will lace up with hockey greats to raise funds and awareness for the region's homeless. Net proceeds from the 20th Annual Hockey Helps the Homeless (HHTH) Markham/Stouffville Tournament presented by Freedom 55 Financial will benefit the local homeless support agency 360°kids.

During this all-day tournament spanning two days, participants receive the pro experience lacing up with their hockey heroes. From their morning bag drop to custom jerseys, the day promotes everyone's love for the sport while raising awareness and funds to eliminate homelessness. The tournament will host 26 teams (with two hockey pros per team) and numerous sponsors, partners, volunteers and community members will be in attendance.

WHO : PJ Stock, NHL alumnus, Mike Gartner, NHL alumnus, Shayne Corson, NHL alumnus, Georges Laraque, NHL alumnus, Bray May, NHL alumnus, Kris King, NHL alumnus, Rebecca Johnston, Megan Bozek, Olympic ice hockey players and many more, Representative from homeless support agency 360°kids

Interview and Photo opportunities available

WHEN: Thursday, November 12, 2015 and Friday, November 13, 2015 . Games are from 8:00 a.m. to 5:00 p.m. with a Hot Stove on Friday (12 - 1 p.m.) with pros sharing stories from the NHL.

WHERE: Stouffville Clippers Complex (Nov. 12-13) 120 Weldon Road Stouffville, ON L4A 1N2
Angus Glen Community Centre (Nov. 13) 3990 Major Mackenzie Drive East Markham, ON L6C 1P8

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