



Annual West End Christmas Eve Feast

Christmas Eve Italian style means everybody is family. The Italian and business community welcomes newcomers, individuals and families in need.

MEDIA RELEASE

For Immediate Release

The media are invited to attend.

Winnipeg, MB – On Wednesday December 24, 2014, at 11:30 am, the Sons of Italy, West End BIZ, X-Cues Billiards & Cafe and Sorrento's on Ellice will present the annual *Christmas Eve Feast*. Hosted at X-Cues at 551 Sargent Avenue, the event provides a warm festive atmosphere, traditional *Italian style* holiday meal and gifts and hampers for all attendees.

Guests include many **new immigrants** making their home in the West End who may be experiencing their first Christmas in Canada, and **international students** not able to go home to their families for the holidays. Others are local **families and individuals** who are alone, in need or find this time of year especially difficult. All attendees pre-registered to attend, with most referred by service agencies and organizations. ***Last year a record 450 people attended and for many, this was their only holiday meal and celebration.***

Sal Infantino owner of X-Cues and Sons of Italy member says “*Many Italian families were once newcomers to the area. My own family have been here over 45 years now and we make it a priority to be welcoming and active in this community we call home.*”

Gloria Cardwell-Hoepfner, Executive Director of the West End BIZ adds. *For a few hours we can make the holiday a reality for someone, especially the children. On a day they might otherwise feel alone, they are part of a family celebration...I can't imagine doing anything else on Christmas Eve”*

This event demonstrates the dynamic spirit of Winnipeg's West End business community and the ongoing tradition of welcoming newcomers to the area. All guests receive a gift, warm clothing items, a food hamper with ingredients for a hearty meal, and some personal care products. **Santa and Mrs. Claus are on hand for the many children who attend.**

Sons of Italy members, businesses from the West End and beyond along with many other sponsors and volunteers generously contribute to the success of the *Christmas Eve Feast* in the spirit of the season.

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For further information, or to arrange interviews or photo opportunities, please call Gloria Cardwell-Hoepfner, Executive Director, West End BIZ at **290-9378 (mobile)** Additional information is available on the event website at **www.ChristmasEveFeast.ca**.