



## 10<sup>th</sup> Annual Christmas Eve Feast

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

### **MEDIA RELEASE**

For Immediate Release

**The media are invited to attend.**

**Winnipeg, MB – On Thursday December 24, 2015, 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, **international students** not able to go home to their families for the holidays, and 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. ***For many, this will be their only holiday meal and celebration. We expect approximately 500 people to attend this year.***

***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 and building community. 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 approximately 200 children expected.**

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)**.