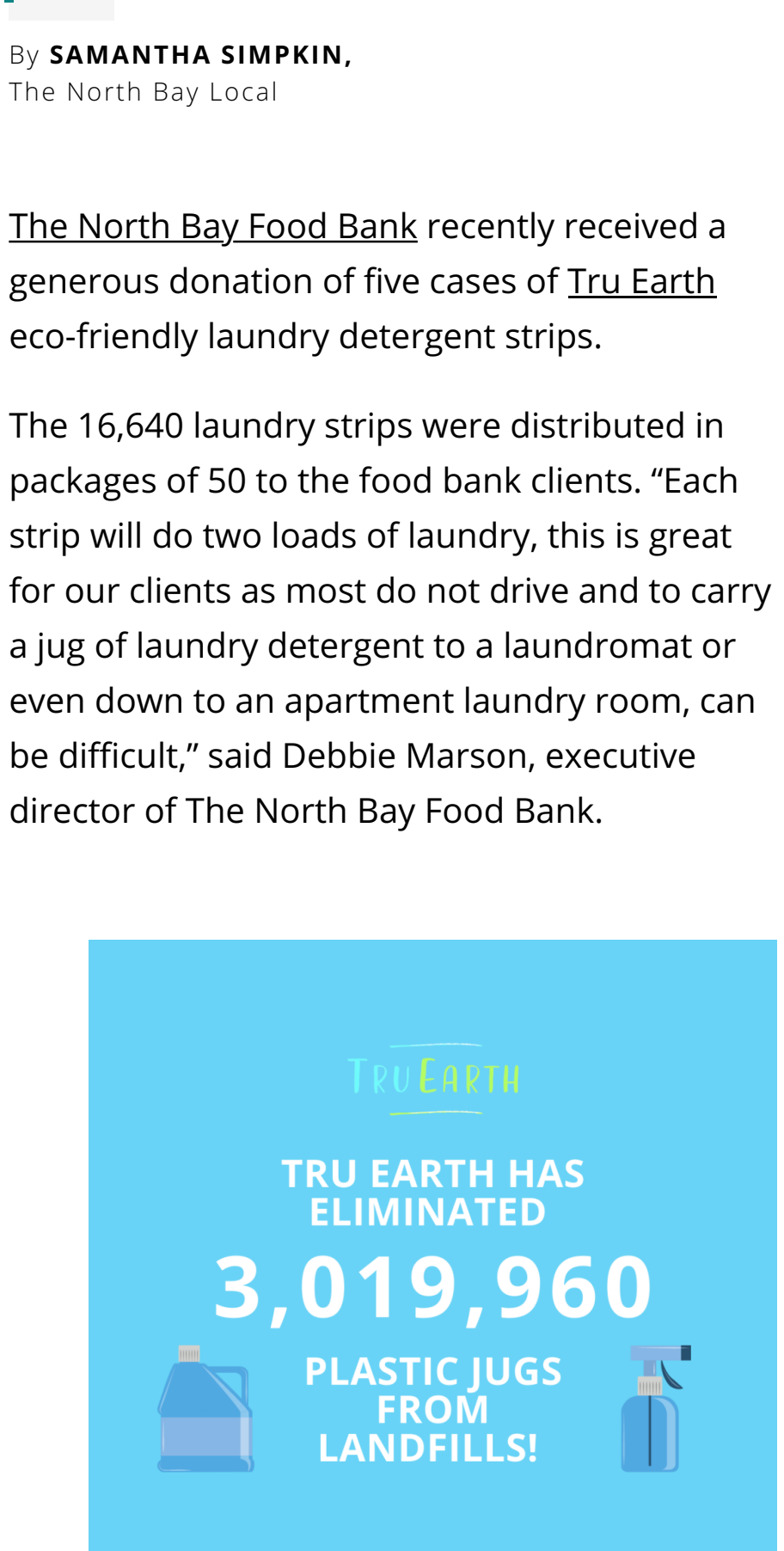


FOCUS

Food Bank receives donation from company with local ties

Committed to giving back, Tru Earth match their laundry strip sales with donations to vulnerable families



Debbie Marson, of the North Bay Food Bank with the Tru Earth donation | North Bay Food Bank image

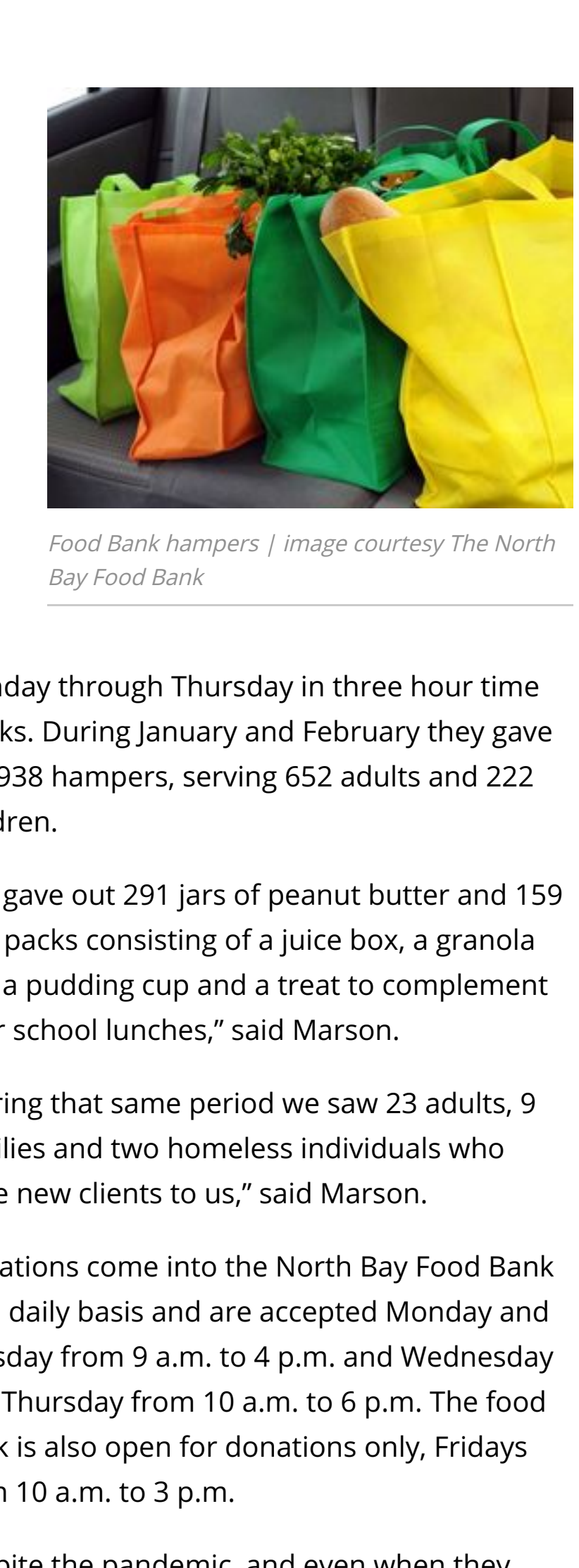
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LIFE

By **SAMANTHA SIMPKIN**,
The North Bay Local

The [North Bay Food Bank](#) recently received a generous donation of five cases of [Tru Earth](#) eco-friendly laundry detergent strips.

The 16,640 laundry strips were distributed in packages of 50 to the food bank clients. “Each strip will do two loads of laundry, this is great for our clients as most do not drive and to carry a jug of laundry detergent to a laundromat or even down to an apartment laundry room, can be difficult,” said Debbie Marson, executive director of The North Bay Food Bank.



The impact on the environment | Tru Earth image

Tru North was co-founded by friends Ryan McKenzie, Brad Liski and Kevin Hinton just 22 months ago. Based in Vancouver, B.C., Tru Earth was conceived when McKenzie, Liski and Hinton, all parents, tested a laundry detergent alternative that was as good as the standard options. The eco-friendly laundry strips were more convenient and as affordable as other alternatives.

Manufactured in Canada, Tru Earth Eco-Strips laundry detergent has a dramatically smaller eco-footprint than liquid and powder detergents. Its packaging uses less plastic, and its light weight reduces transportation fuel consumption and global-warming carbon emissions by 94 per cent compared to today's leading-brand liquid and powder detergent.

They offer a wide variety of eco-friendly products including multi-surface cleaning strips, reusable bags and other kitchen items designed to reduce plastic and waste. To see available products visit their [Facebook page](#).

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Committed to giving back the company matches their laundry strip sales with donations to vulnerable families in the United States, Canada and Ghana. Within 22 months, they had delivered to over 275,000 to people in 60 countries. To date they have donated over 6,500,000 loads of laundry.

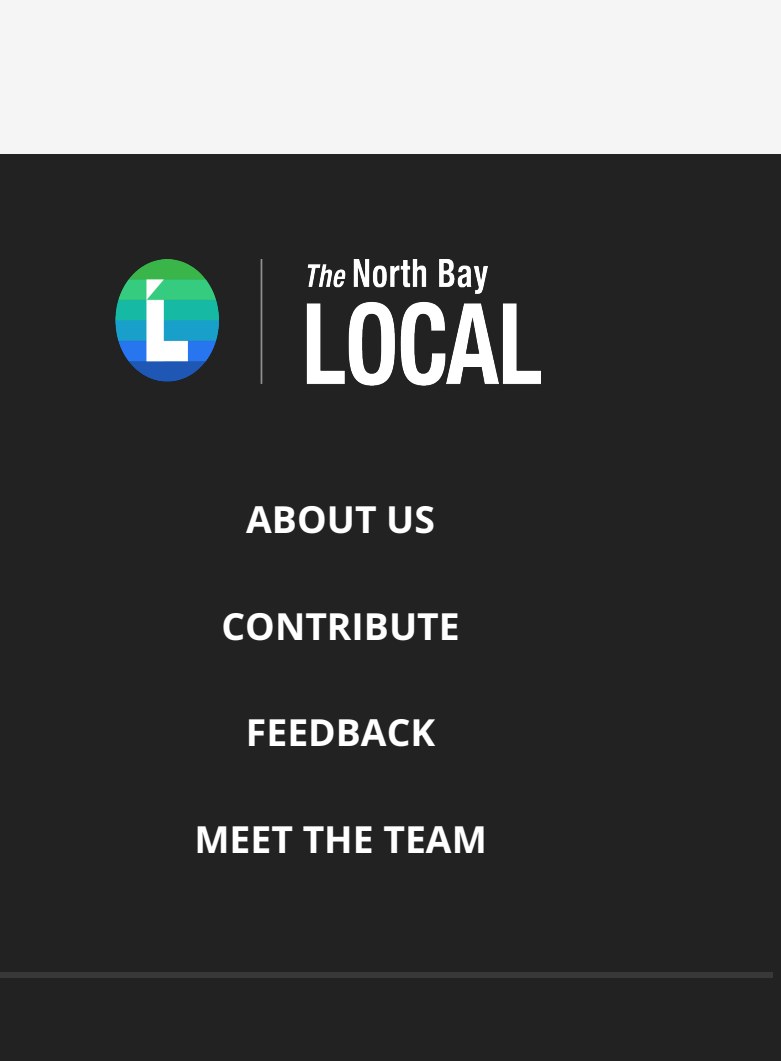
Donations coordinator, Kate Walker reached out to the North Bay Food Bank.

“I have friends and family in North Bay and Timmins and they suggested the food bank donation,” she said.

“It is rare for food banks to receive donations of laundry detergent, so for them receiving the strips is a hidden gem,” said Walker. “Everyone needs clean clothes.”

The company have donated 1,000,000 strips to the Daily Bread Food Bank in Toronto. “It is our goal to expand the donation program,” added Walker.

The North Bay Food Bank serves clients Monday through Thursday in three hour time blocks. During January and February they gave out 938 hampers, serving 652 adults and 222 children.



Food Bank hampers | image courtesy The North Bay Food Bank

“We gave out 291 jars of peanut butter and 159 kids packs consisting of a juice box, a granola bar, a pudding cup and a treat to complement their school lunches,” said Marson.

“During that same period we saw 23 adults, 9 families and two homeless individuals who were new clients to us,” said Marson.

Donations come into the North Bay Food Bank on a daily basis and are accepted Monday and Tuesday from 9 a.m. to 4 p.m. and Wednesday and Thursday from 10 a.m. to 6 p.m. The food bank is also open for donations only, Fridays from 10 a.m. to 3 p.m.

Despite the pandemic, and even when they themselves are struggling, the community and businesses continue to generously support the food bank. “Tony Breault from [Bay Truck Stop](#) recently donated 300 pounds of apple juice,” said Marson.

Marson added that is important for people to know that they have to physically accept donations, they are not able to use items left at the door. “We also cannot accept any products from 2019 and earlier,” she said.

To find out more about the North Bay Food Bank or to make a donation visit their [website](#).

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