INFORMATION RELEASE

parksvillefirerescue.ca

November 17, 2026

Fill the Boots Campaign Brings in Record Donations

The annual ***Fill the Boots for Food*** drive this past weekend was a historic success, breaking the record in donations to support the Salvation Army Food Bank. A total of **$109,068.23** was collected throughout the campaign, beating the old record by more than $10,000!

The success of this year's campaign was truly a community effort. Special thanks to senior firefighter Liam Robinson and his committee for their leadership and organization, along with all department members who gave their time and energy to the cause. We are also incredibly grateful to Craig Bay residents for their significant contribution, collecting $75,976 and over 2,200 pounds in food through weeks of generous community support. And, of course, thank you to our entire community, whose generosity helped firefighters accomplish an incredible amount during just two days of collecting on November 14 and 15.

Lastly, a special thanks to Canadian Tire, Save on Foods, Choices Market, BC Liquor Store, Quality Food, Thrifty Foods, and Tim Hortons, for the continued support in welcoming us to collect donations.

"The generosity shown by our community through this annual drive continues to amaze us. We are incredibly grateful to residents throughout the Parksville Fire Protection Area, especially Craig Bay residents, for their overwhelming kindness, and to our members who generously give their time to support this important cause. On behalf of Parksville Fire Rescue, thank you to everyone who helps make a meaningful difference in our community."

- **Parksville Fire Chief Marc Norris**

How You Can Help

The Salvation Army food bank and Society of Organized Services are organizations which provide for less fortunate in our community. Donations may be made through:

- **Society of Organized Services (SOS)**: accepting donations for its Caring for Community at Christmas program. This program provides special gifts for local children and youth, and grocery store gift cards to families, adults, and seniors to pick their choice of food over the holidays. Financial donations can be made online at sosd69.com, in person at the SOS Community Services Centre (245 Hirst Avenue West), or by phone (250 248-2093), Monday to Friday, 8.30 am to 4.30 pm (closed noon to 1 pm). New, unwrapped gifts can also be dropped off during the same hours at the Community Services Centre.
- **Salvation Army**: food bank donations are accepted at 886 Wembley Road – Monday, Tuesday, and Thursday from 8:30 am to 4 pm (closed noon to 1 pm), or Wednesday and Friday from 9 am to noon.

The City of Parksville is located on the traditional territory of the Coast Salish Nations, home to the Snaw-Naw-As First Nation and the Qualicum First Nation.

Parksville Fire Rescue
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Background

The first drive for the Parksville Volunteer Fire Department was in 1998 and helped stock the Salvation Army's shelves for Christmas with over 5,000 pounds of food collected door to door. Over the years, local departments joined the campaign and now Parksville Fire participates with District 69 departments to collect donations and new unwrapped toys.

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For more information:
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