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A Regional Agency of
Catholic Charities

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TO: News Editors
DATE: May 25, 2010
CONTACT: Melissa Smith, Community & Public Relations Manager
Food Bank of the Southern Tier
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RE: *B-Mets "Rock On Café Night" to Benefit the Food Bank of the Southern Tier*

Photo & Interview Opportunity

When: Wednesday, May 26, 2010 at 5:30 p.m.

Where: NYSEG Stadium, located at 211 Henry Street, Binghamton, NY

FOR IMMEDIATE RELEASE:

Binghamton, NY – The Food Bank of the Southern Tier announces that on Wednesday, May 26, 2010, non-perishable food items will be collected at the B-Mets stadium main gates to celebrate "Rock On Café Night." The food collection will begin at 5:30 p.m. prior to the 6:35 p.m. B-Mets game against the Richmond Flying Squirrels. Everyone who donates one or more food item will receive a free voucher to attend a future 2010 B-Mets game. Suggested donation items include kid-friendly items, such as granola bars, instant oatmeal packets, applesauce cups, juice boxes, mac-n-cheese, and canned chicken or tuna fish.

The food collected at the game will be donated to the Food Bank's Backpack Program™, which provides healthy, kid-friendly, and easy-to-prepare foods to children at risk of hunger over weekends and holiday breaks when they do not have access to free or reduced price school meal programs. During the 2009-2010 school year, the Food Bank's Backpack Program™ serves 19 school districts across the Southern Tier, reaching more than 1,220 children each week.

This event is organized by Rock On Café, a service of BOCES and 15 local school districts to offer healthy kid-approved school menus at affordable prices. Rock On Café Night is co-sponsored by United Health Services' Stay Healthy Kids, a program designed to educate and support families on how to get fit and stay healthy. Displays will offer tips & tools for families about nutrition and physical activity. The first 100 children who attend the May 26th game will receive a free baseball, courtesy of Stay Healthy Kids.

"Our goal is to raise awareness about hunger issues in our community and about the importance of providing healthy food for children," said Patricia Fell, director of Community Health Services for United Health Services. "The Food Bank benefits greatly from this event and we are proud to be a part of it."

About the Food Bank

In operation since 1981, the Food Bank of the Southern Tier distributes food and food-related products to people in need through a network of more than 185 hunger-relief agencies including food pantries, soup kitchens, shelters and other non-profit organizations. The Food Bank also has a number of programs that fight hunger including the Backpack Program™ and Mobile Food Pantry. Located in Elmira, NY, the Food Bank is a regional agency of Catholic Charities and a member of Feeding America. The Food Bank serves the six counties of Broome, Chemung, Schuylers, Steuben, Tioga and Tompkins. To learn more about the Food Bank of the Southern Tier and how you can support local hunger-relief efforts, visit the Food Bank's website at www.foodbankst.org or call 607-796-6061.

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