



www.foodbankst.org

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A Regional Agency of
Catholic Charities

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TO: News Editors
DATE: February 26, 2010
CONTACT: Melissa Smith, Community & Public Relations Manager
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RE: *The Feinstein Foundation's 13th Annual \$1 Million Challenge to Fight Hunger*

FOR IMMEDIATE RELEASE:

Elmira, NY – The Food Bank of the Southern Tier announces their participation in the Feinstein Foundation's \$1 Million Challenge to fight hunger. Since 1998, the Alan Shawn Feinstein Foundation of Rhode Island has been helping food banks, emergency food programs, and other non-profit anti-hunger organizations boost their fundraising efforts through its annual Feinstein Million Dollar Challenge.

The Feinstein Foundation will divide its own \$1 million proportionately between all non-profit anti-hunger groups that report the funds that they raise during the Challenge between March 1st and April 30th, 2010.

Donations to the Food Bank of the Southern Tier received between March 1st and April 30th will be counted in the Challenge. These donations can include cash, checks and food items (valued at \$1.00 per pound). The greater the donations received by the Food Bank of the Southern Tier during this timeframe as a result of the challenge, the more funds from the Feinstein \$1 Million Challenge the Food Bank will receive!

“The Feinstein Challenge enables us to leverage the generous support that we receive from the community. The greater the donations received by the Food Bank during this two-month timeframe, the greater our portion of the Feinstein Funding will be,” said Food Bank of the Southern Tier President & CEO, Natasha Thompson. “We are extremely grateful to Mr. Feinstein for, once again, issuing his \$1 million challenge in support of hunger-relief organizations throughout the nation,” added Thompson.

Feinstein's past 12 annual \$1 million challenges to fight hunger have raised a record \$1 billion for over 2,000 agencies nationwide. 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.

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 it is a regional agency of Catholic Charities and an affiliate of Feeding America serving the six counties of Broome, Chemung, Schuyler, Steuben, Tioga and Tompkins.

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