



www.foodbankst.org

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**TO:** News Editors  
**DATE:** March 3, 2009  
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**RE:** *The Feinstein Foundation's 12th 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.

Again in 2009, if more than \$1 million is raised in response to the 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, 2009.

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 (values at \$1.00 per item per pound). Checks need to be dated during March 1st and April 30th to be considered eligible.

The greater the donations received by the Food Bank of the Southern Tier during this timeframe, the more matching funds from the Feinstein \$1 Million Challenge the Food Bank will receive! "The Feinstein Challenge enables us to leverage the generous community donations we receive. We are so thankful for this support, especially during these challenging economic times," said Food Bank President & CEO, Natasha Thompson.

Feinstein's past \$1 million challenges to fight hunger have raised a record \$940 million for 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](http://www.foodbankst.org).

*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 180 hunger-relief agencies including food pantries, soup kitchens, shelters and other non-profit organizations. The Food Bank also provides nutrition education, training and technical assistance. Located in Elmira, NY it is one of ten Feeding America affiliate Food Banks in New York State serving the six counties of Broome, Chemung, Schuyler, Tompkins, Tioga and Steuben for over 25 years.*

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