



www.foodbankst.org

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A Regional Agency of
Catholic Charities

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TO: News Editors
DATE: September 28, 2009
CONTACT: Melissa Smith, Community & Public Relations Manager
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RE: *Wegmans' 2nd Annual Fill the Bus Campaign a Huge Success!*

FOR IMMEDIATE RELEASE:

Elmira, NY – The Food Bank announces that a total of more than 13,872 units, 12,840 pounds of food was collected during the Fill the Bus Campaign! The results by store are as follows:

- Wegmans Corning: 2,786 units weighing 2,289 pounds
- Wegmans Elmira: 6,436 units weighing 4,999 pounds
- Wegmans Hornell: units unknown, weighing 387 pounds
- Wegmans Johnson City: 4,650 units, weighing 5,165 pounds

A special thanks to Wegmans store employees and their customers for making this possible. We would also like to thank the Corning– Painted Post, Elmira City, Hornell and Johnson City School Districts and the bus drivers who provided the busses for the campaign as well as delivered the donations.

From September 11th through September 25th, Wegmans sponsored the 2nd Annual Fill the Bus Campaign to benefit the Food Bank's Backpack Program™. A yellow school bus was parked in front of Wegmans- Corning, Elmira, Hornell and Johnson City during this community- wide food drive to collect non-perishable items for children at risk of hunger in the Southern Tier. Donations were collected inside Wegmans stores and transported to the Food Bank by area school buses. All donations stay in the Southern Tier.

Wegmans- Corning, Elmira, Hornell and Johnson City provided wish lists, in store signage and in store displays to help shoppers purchase select items for the Food Bank's Backpack Program™. Some examples of items include granola bars, instant oatmeal packets, applesauce cups, juice boxes and mac-n-cheese.

The Food Bank's Backpack Program™ provides healthy, kid-friendly, and easy to prepare foods to children at risk of hunger over weekends and holiday breaks when children don't have access to free or reduced price school meal programs. During the 2008/2009 school year, the Food Bank's Backpack Program™ served 18 school districts across the Southern Tier, reaching over 1,200 children per week. The food collected during the Fill the Bus Campaign will be used directly for the 2009/ 2010 school year.

To learn more about the Food Bank of the Southern Tier's child hunger-relief programs 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 180 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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