



www.foodbankst.org

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A Regional Agency of
Catholic Charities

A Member of
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TO: News Editors
DATE: September 23, 2009
CONTACT: Melissa Smith, Community & Public Relations Manager
Food Bank of the Southern Tier
CONTACT INFO: (607) 796-6061 x23
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RE: *Wegmans' Fill the Bus Campaign, to benefit the Food Bank of the Southern Tier's Backpack Program™ Concludes on Friday, September 25th!*

Interview & Photo Opportunity

What: Fill the Bus Conclusion – Donations delivered to Food Bank by school bus!
When: Friday, September 25th at 10:00am
Where: Food Bank of the Southern Tier, 945 County Route 64, Elmira, NY

FOR IMMEDIATE RELEASE:

Elmira, NY – The Food Bank announces that the Fill the Bus Campaign concludes on Friday, September 25th. Donations collected during the Campaign will be transported from participating Wegmans stores to the Food Bank by area school buses at 10:00 AM. The Food Bank invites the media and public to join us at the Food Bank as we welcome the buses! The Food Bank is located at 945 County Route 64 across from Target.

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 will be transported to the Food Bank on Friday September 25th. 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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