

## **Mojo Yogurt and Arizona State University Help Eliminate Hunger During the Holiday Season**

Arizona-based 'peace and love' self-serve yogurt shops partner with ASU4Food and St. Mary's Food Bank Alliance to feed three people for every 39¢

TEMPE, Ariz., (November 23, 2009)—Every year during the Holiday Season as we sit down to eat our fill of turkey and pie at Thanksgiving dinner thousands of Arizona families are left with nothing. Recognizing the growing need in Arizona, [Mojo Yogurt](#) has partnered with students of Arizona State University club called ASU4Food to take on the challenge of hunger with a community food drive. The promotion is part of Territorial Cup Series, where ASU students will be competing against students from University of Arizona in this community food drive effort.

When a customer comes to any of the four Mojo Yogurt stores located across Phoenix and Tempe until December 15, 2009, they will be asked to donate an additional 39 cents, just the cost of an additional ounce of frozen yogurt to help end hunger. Proceeds benefit St. Mary's Food Bank Alliance, the world's first food bank.

With four locations and growing, Mojo Yogurt is a one-of-a-kind self-serve yogurt shop quickly becoming the preferred choice among kids and parents for not only for incredible yogurt, but for each store's atmosphere and tasting experience of "peace and love". Mojo offers over 28 rotating flavors of fat-free frozen yogurt and a plethora of fresh toppings so that everyone can go home happy. Once you self-serve your frozen yogurt and toppings, you weigh it and pay .39¢ per ounce.

"We're proud to be partnering with ASU and St. Mary's Food Bank Alliance in a cause that is near and dear to us," said Hitesh Patel, co-founder of Mojo Yogurt. "It's about spreading peace and love and happiness not only during the holidays, but every day. We invite everyone to come out and help us with our movement to help end hunger, and support ASU students to beat UofA!"

Every donation of 39 cents feeds three people. Everyone is invited to visit a Mojo Yogurt store and help ASU4Food compete against UofA's students, and most importantly—to help fight hunger during this holiday season.

### **About Mojo Yogurt**

Mojo Yogurt began in Arizona not only serving frozen yogurt but also "peace and love" in their inviting atmosphere with cheery employees. Mojo is a self-serve frozen yogurt shop, so each frozen yogurt is made to what the customer picks out themselves. Mojo offers over 28 rotating flavors of fat-free frozen yogurt and a plethora of fresh toppings so that everyone can go home happy. Once you self-serve your frozen yogurt and toppings, you weigh it and pay .39¢ per ounce. You can also get your 100% fat-free frozen yogurt blended into a smoothie with your choice of a extra boost. Mojo has two locations in Tempe and two in Phoenix including, Mill Avenue, near ASU campus and Tempe Marketplace, and City North and Biltmore Fashion Park. To learn more about Mojo and see what flavors are available this week visit <http://www.mojoyogurt.com> or follow Mojo on Twitter and Facebook.

### Resources:

Twitter: <http://www.twitter.com/mojo>

Facebook: <http://www.facebook.com/mojoyogurt>

### Locations:

ASU-Mill Avenue  
350 South Mill Ave.  
Tempe, AZ 85281

Tempe Marketplace  
2000 E. Rio Salado Pkwy.  
Tempe, AZ 85281

Biltmore Fashion Park  
2502 E. Camelback Rd.  
Phoenix, AZ 85016

City North  
5410 High Street  
Phoenix, AZ 85054

**About St. Mary's Food Bank Alliance**

St. Mary's Food Bank Alliance the world's first food bank, is a non-sectarian, nonprofit organization that alleviates hunger by efficiently gathering and distributing food to sites that serve the hungry. Serving 13 of Arizona's 15 counties, the organization is committed to volunteerism, building community relationships and improving the quality of life for Arizonans in need.