



St. Mary's
Food Bank
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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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GAME IS ON FOR THE STUDENT FOOD DRIVE

*Valley High Schools Compete for the St. Mary's Food Bank Alliance
Van Hengel Cup*

Phoenix, AZ – Last year students from Phoenix area high schools collected 124,000 pounds of non-perishable food items for St. Mary's Food Bank Alliance during the national Student Food Drive. This year's Student Food Drive promises to be even more successful as the winning school will be awarded the Food Bank's Van Hengel Cup at the Phoenix RoadRunner's opening night game and a chance to receive prizes from US Airways. Named in honor of Food Bank founder John van Hengel, the Van Hengel Cup will reside with the winning school until next year's Student Food Drive.

"It's encouraging to see students get involved in helping the Food Bank," said Terry Shannon, the Food Bank's President and CEO. "We are confident that the enthusiasm we saw from students last year will only increase this year."

This year's Student Food Drive features more action, including a chance to win US Airways gift cards. Highlights from this year's Student Food Drive include:

- **Kick-off Party**, September 8, 6:30pm: Held at the Food Bank's 31st Avenue location at 2831 N. 31st Avenue, the Kick-off Party will feature Rocky the RoadRunner and hot dogs provided by Sara Lee. Students will have a chance to show their school pride and get pumped for the upcoming food drive competition.
- **Valley High School Van Stops with 99.9 KEZ and Rocky the RoadRunner**, September 17, September 24, October 1, and October 8: Every Wednesday for four weeks, Marty Manning of

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99.9 KEZ and Rocky the RoadRunner will visit four lucky schools with prizes and Danish pastries provided by Sara Lee.

- **Wrap-up Night with the Phoenix RoadRunners, October 18:** Held at the US Airways Center, the Wrap-up night coincides with opening night for the Phoenix RoadRunners. The winning high school will be presented with the Van Hengel Cup on the ice.

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For statistics on poverty and hunger, media inquiries, photos or interview requests, please contact Melody Hanna at (602) 343-3160, (602) 621-0526 or mlhanna@firstfoodbank.org.

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 700 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. During Fiscal Year 2007-2008, the Food Bank distributed 43.4 million pounds of food to families and individuals, provided enough food for 167,000 meals every day, and garnered more than 327,000 volunteer service hours. Web site: www.FirstFoodBank.org, Phone: 602-352-3640.