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TO: News Editors
DATE: February 26, 2014
CONTACT: Missy Goetschius
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RE: *The Feinsein Foundation's 17th Annual \$1 Million Giveaway to Fight Hunger*

FOR IMMEDIATE RELEASE:

Southern Tier, NY – The Food Bank of the Southern Tier announces their participation in the Feinsein Foundation's \$1 Million Challenge to fight hunger. Since 1998, the Alan Shawn Feinsein 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 Feinsein Million Dollar Challenge.

The Feinsein 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, 2014. Feinsein's past annual \$1 million challenges have raised over \$1.5 billion for hunger-fighting organizations nationwide.

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 (valued at \$1.00 per pound). The greater the donations received by the Food Bank of the Southern Tier during this timeframe as a result of the challenge, the more funds from the Feinsein \$1 Million Challenge the Food Bank will receive!

"The Feinsein Challenge enables us to leverage the generous support that we receive from the community. The greater the donations received by the Food Bank during this two-month timeframe, the greater our portion of the Feinsein Funding will be," said Food Bank of the Southern Tier President & CEO, Natasha Thompson. "We are extremely grateful to Mr. Feinsein for, once again, issuing his \$1 million challenge in support of hunger-relief organizations throughout the nation," added Thompson.

Each week, over 11,000 individuals visit a hunger-relief member agency served by the Food Bank of the Southern Tier. In 2013, the Food Bank distributed over 8.7 million pounds of food to neighbors in need across the six Southern Tier counties of Broome, Chemung, Schuyler, Steuben, Tioga, and Tompkins.

ABOUT THE FOOD BANK OF THE SOUTHERN TIER

Established in 1981 and headquartered in Elmira, NY, the Food Bank of the Southern Tier distributes food and other grocery products to people in need through a network of more than 160 member agencies including food pantries, soup kitchens, shelters and other hunger relief organizations in Broome, Chemung, Schuyler, Steuben, Tioga and Tompkins Counties. The Food Bank also administers several direct service food distribution programs including the BackPack Program™ and Mobile Food Pantry. The Food Bank is a member of Feeding America and a regional agency of Catholic Charities of the Diocese of Rochester. The Food Bank helps fulfill Catholic Charities' commitment to create a just and compassionate society rooted in the dignity of all people by working together to build and sustain hunger free communities throughout the Southern Tier.