

# **Buffalo Bills Corporate** **MEDIA ADVISORY:**

Thursday, February 5, 2009



## **BUFFALO BILLS TEAM WITH CAMPBELL'S CHUNKY SOUP TO DONATE 12,000 CANS OF SOUP TO FOOD BANK OF WNY**

***Bills finish second in NFL fan's Click for Cans Championship with 163,011 votes***

- Who:** James Hardy, WR, Buffalo Bills  
Billy Buffalo, Bills mascot  
Representatives from Food Bank of WNY and area soup kitchen agencies
- What:** The Buffalo Bills and Campbell's Chunky Soup have teamed up to donate 12,000 cans of Campbell's Chunky Soup to the Food Bank of WNY in recognition of the Bills runner-up finish in the Chunky soup "Click for Cans" online food drive. Bills fans once again showed strong support for their team throughout the season and finished second in the Click for Cans Championship voting with 163,011 votes, just behind the 187,640 votes registered for Green Bay. The cans will be distributed to various agencies in need – soup kitchen clients of the Food Bank of WNY. There will be photo and interview opportunities at the Food Bank of WNY.
- Where:** **Food Bank of WNY**  
**Buffalo, NY**
- When:** **10:30 a.m. – 11:30 a.m., Friday, February 6, 2009**
- More:** Each month, about 95,000 hungry Western New Yorkers turn to soup kitchens, food pantries, and other emergency food providers – 40% are children and 11% are seniors! The Food Bank of WNY helps to make sure that the soup kitchens, pantries and other providers have enough food to feed the hungry. The Food Bank ships about 1 million pounds of food every month to about 360 member agencies to help feed the poor in Erie, Niagara, Cattaraugus, Chautauqua and Allegheny counties.
- The Food Bank of WNY solicits food donations from farmers, wholesalers, retailers and other members of the food industry. Additionally, community groups hold food drives to collect canned goods and other non-perishable food for the Food Bank. The WNY Community is also very supportive in providing cash donations to the Food Bank. These funds are used along with government grants to purchase food very efficiently. About 94 cents of each dollar goes directly to providing food to the poor.

For more information, please contact:

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