



FOR IMMEDIATE RELEASE

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MEDIA RELEASE

Souper Bowl of Caring 2007 – A Day of Service at NIFB:

The Big Game comes once a year, but tackling hunger is an everyday issue at NIFB!

ST. CHARLES, ILLINOIS – (January 24, 2007) – On Saturday, February 3, 2007 from 8:30 a.m. to noon, Northern Illinois Food Bank (NIFB) is participating in the Souper Bowl of Caring, a national grassroots movement to get youth involved in the fight against hunger. NIFB is looking for donations – food and financial – and volunteers to help “tackle” hunger in northern Illinois during this football-themed volunteer shift. Individuals and groups are encouraged to host a traditional or virtual food drive by collect non-perishable food items – especially soup – between now and February 3. Items collected should be delivered to NIFB, 600 Industrial Drive, St. Charles, Illinois, between 8:30 a.m. and noon on Saturday, February 3, 2007.

Volunteers at the Food Bank’s 147,000-square-foot warehouse in St. Charles will be preparing donated items for distribution to NIFB’s agency network of more than 520 food assistance sites throughout northern Illinois. The group will be working hard for a good cause; meanwhile, cheering the Chicago Bears to victory. Entertainment will be provided – including the world premier of “Northern Illinois Food Bank’s Souper Bowl Shuffle”! Volunteers are encouraged to support the Chicago Bears by donning their favorite team apparel! *Space is limited. Response is needed by January 31, 2007. Interested persons 14 years and older should call 630.443.6910 today!*

NIFB’s goal is to collect 5,450 pounds of food, the combined weight of the Chicago Bears starting offense and defense. Food drive hosts are sought! Donations can be delivered to the St. Charles location at 600 Industrial Drive, St. Charles on Saturday, February 3 between 8:30 a.m. and noon. Don’t have the space for a traditional, can-collecting food drive? Why not try a virtual food drive? Those interested can learn more about NIFB’s Virtual Food Drive by visiting <http://www.northernilfoodbank.org/menu-top-getinvolved-virtualfooddrive.asp> or by calling NIFB today to learn more!

Financial contributions are also a great way to support NIFB’s efforts in “Souper Bowl of Caring”. Every \$20 donated is the equivalent of donating approximately 50 cans of soup! Individuals, companies, churches, and community groups are encouraged to donate to the program by sending contributions of any amount to Northern Illinois Food Bank, 600 Industrial Drive, St. Charles, Ill. 60174. For more information about donating money or food or volunteering, call the Food Bank at 630-443-6910.

Northern Illinois Food Bank, a member of America’s Second Harvest – The Nation’s Food Bank Network, acquires donated food from retailers, manufacturers, corporations, and community resources and distributes it through its network of over 520 food pantries, shelters, soup kitchens, and other nonprofit food assistance sites to help the 262,465 people living in poverty in 13 northern Illinois counties including Boone, DeKalb, DuPage, Grundy, Kane, Kankakee, Kendall, Lake, McHenry, Ogle, Stephenson, Will, and Winnebago Counties. Northern Illinois Food Bank has been committed to helping feed hungry people for more than 20 years. For more information on NIFB, please call 630.443.6910 or visit www.northernilfoodbank.org.

Souper Bowl of Caring is an effort to help hurting and hungry people by encouraging people to get involved in the fight against hunger. In addition, young people are encouraged to serve hands-on at a local soup kitchen or food bank the Saturday before the Super Bowl. The 2006 effort generated \$5 million for local charities across the country and enabled 13,500 youth to serve in their respective communities! For more information, visit www.souperbowl.org.

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