

MEDIA ADVISORY



For Immediate Release

The Food Bank of Western Massachusetts
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September 21, 2022

12th Annual Will Bike 4 Food to take place in Hatfield

Action Creates Change. One Mile at a Time.

When: Sunday, September 25, 2022

Where: The Lion's Club Pavilion, 15 Billings Way, Hatfield, MA

The Food Bank of Western Massachusetts is pleased to announce that the 12th Annual Will Bike 4 Food charity cycling event, presented by Stop & Shop, will once again take place on Sunday, September 25, 2022, in Hatfield (Lions Club Pavilion, 15 Billings Way). Members of the media are invited to attend.

To date, more than 350 cyclists have registered to ride one of four routes through the scenic Connecticut River Valley to raise funds and awareness of food insecurity and hunger in the region and provide healthy meals to more than 90,000 individuals currently facing food insecurity in Western Massachusetts each month.

Since its start in 2011, Will Bike 4 Food has raised over 1.3 million dollars, providing the equivalent of more than 5.2 million meals to neighbors in need throughout Western Massachusetts. In 2022, The Food Bank is also commemorating its 40th anniversary and recognizing the partnerships it has with local organizations and individuals alike that make its mission possible. To honor this milestone, The Food Bank is seeking to raise \$250,000 through this year's Will Bike 4 Food— enough to provide 1 million meals for neighbors facing food insecurity.

Photo, video, and interview opportunities include:

- **Cyclists of all ages**
- **Community members & volunteers**
- **Food Bank Staff**
- **Sponsors**

Schedule

7:00 a.m.: 100-mile ride departs
10:15 a.m.: 50-mile ride departs
12:00 p.m.: 25-mile ride departs
1:30 p.m.: 10-mile ride departs
2:00 – 5:00 p.m.: After-Party

2:30 p.m.: Announcement of current fundraising total. *(This will not be the final total)*

A map of all the routes and information about the event can be found on The Food Bank's Will Bike 4 Food website: www.willbike4food.org.

Following the ride, all cyclists and guests are invited to join the C.E. Floyd After-Party with foods provided by local businesses including Smithsonian Chowder House, Crooked Stick Pops, craft beer from Berkshire Brewing Company, hard cider from Headwater Cider, and wine from Black Birch Vineyard. Live music from Soul Keys and DJ Alex Rivera as well as lawn games for individuals of all ages will be included as well.

This year's event was made possible through the generous support of local businesses including Stop & Shop, C.E. Floyd, Pioneer Cold Logistics Services, Summit House Wealth Partners, Five College Movers, All States Materials Group, Melodi Foti; Wells Fargo Advisor, Alekman DiTusa LLC, INSA, Applied Mortgage, Answerforce, Cooley Dickinson Health Care, Dennis Group, Ostberg & Associates, Wright Architectural Millwork, and Tighe and Bond.

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The Food Bank of Western Massachusetts believes that everyone has a right to healthy food regardless of their circumstances. Serving Berkshire, Franklin, Hampden and Hampshire counties, The Food Bank leads the region's emergency food network, distributing nutritious food to households with lower incomes. Since 1982, they have been providing individuals facing hunger with the food they need to survive and leading communities towards long-term solutions to food insecurity by addressing its underlying causes. They are committed to creating a Western Massachusetts where no one faces food insecurity, and everyone has access to nutritious food. For more information, visit foodbankwma.org.



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