

MEDIA ADVISORY



For Immediate Release

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Will Bike 4 Food cycling event raises over \$213,000 to support The Food Bank of Western Massachusetts

HATFIELD, MA— On Sunday, September 25, The Food Bank of Western Massachusetts held its 12th annual Will Bike 4 Food charity cycling event presented by Stop & Shop at The Lion’s Club Pavilion in Hatfield. More than 350 cyclists of all ages took part in the event, raising \$213,853.00 to benefit The Food Bank.

“It is inspiring to see so many people come together to raise funds and awareness for such an important cause. Especially, as The Food Bank commemorates its 40th anniversary of serving Western Massachusetts. We are grateful for the support.” Jillian Morgan, Director of Philanthropy at The Food Bank.

Cyclists of all levels of experience chose to ride one of four routes — 10, 25, 50, or 100 miles — through the Connecticut River Valley all while raising funds and awareness of food insecurity in Western Massachusetts. Local organizations, corporate groups, and children were among the top- team fundraisers recognized at the event, including Heart & Soul (\$17,490), CEFamily (\$9,367), Helping Hand (\$5,000), Women Outdoors (\$4,411), and Topspinners (\$3,590).

2022 is Will Bike 4 Food’s second year back at the Lions Club Pavilion after going virtual in 2020 due to the pandemic, though the option to participate virtually has been continued. Regardless of changes in format, the event has continued to attract hundreds of cyclists from across Western Massachusetts. 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.

All proceeds from Will Bike 4 Food will benefit The Food Bank of Western Massachusetts, helping the organization distribute healthy food to more than 170 partnering agencies, including food pantries, emergency meal sites, and shelters on the front lines of food assistance. The donations will also help support The Food Bank’s direct-to-client feeding programs, including the Brown Bag: Food for Elders (serving thousands of area seniors) and Mobile Food Bank programs (serving populations throughout Western Massachusetts that don’t have access to healthy foods, including families, seniors, and children).

The need for emergency food in our community continues to increase; more than 90,000 people in cities and towns across Berkshire, Franklin, Hampden, and Hampshire Counties turn to these partnering food pantries and meal service programs to feed themselves and their families each year.

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, CFP; 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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[PHOTO CAPTION \(09.25.22 FBWMA WB4F photo1.png\)](#): Cyclists depart from the Lion's Club Pavilion, Hatfield on the 25-mile route during the 12th annual Will Bike 4 Food cycling event to benefit The Food Bank of Western Massachusetts.

[PHOTO CAPTION \(09.25.22 FBWMA WB4F photo2.png\)](#): Cyclists from the 'Helping Hand' team formed by Scalora Consulting Group get ready for their ride as a part of the 12th annual Will Bike 4 Food cycling event to benefit The Food Bank of Western Massachusetts.

Photo credit: The Food Bank of Western Massachusetts

Donations to riders and the event will be open through October 15 and can be made by visiting www.willbike4food.org.

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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 is the leader of 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 goes hungry and everyone has access to nutritious food. For more information, visit foodbankwma.org.



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