

Dissecting a Press Release



The Food Bank
of Western Massachusetts

Press Release

A newsworthy
announcement

Should be 1 or 2
pages in length
(300 - 400 words)

Fax/email to your
media contacts
(reporters who
cover your issue,
editors, news
directors, etc.)

PRESS RELEASE

November 19, 2014

For Immediate Release

The Food Bank of Western Massachusetts
97 North Hatfield Rd., PO Box 160
Hatfield, MA 01038



Contact:

Chris Wojcik
Marketing & Communications Manager
413.247.9738 x122
chrisw@foodbankwma.org

Local children donate 1,000 lbs of peanut butter & jelly to The Food Bank of Western Massachusetts

HATFIELD, MA— On Monday November 10, three cars pulled up to the loading dock at The Food Bank of Western Massachusetts filled with children, mothers, and a half ton of peanut butter and jelly. Lavery Greenfield, an 8-year-old student at Hatfield Elementary School, organized a peanut butter and jelly drive which collected a total of 1,009 pounds throughout the month of October.

Lavery enlisted six of her friends to help— Sierra, Lucia, Oona, Vivien, Ursula and Lucy. The girls collected donations at Hatfield Elementary School, Smith College Campus School and Hilltown Cooperative Charter Public School. To help promote the drive, they created flyers and posters. An email was sent out to families of students at Hatfield Elementary School, and Lavery made an announcement over the loudspeaker to make sure everyone at school knew that the drive was happening. They even received support from The Smith College Campus School, which engaged their entire 3rd grade class in the drive as a school-wide service project.

“All the schools had kids that donated,” said Lavery. “Families and neighbors donated, too. I even had three relatives that donated from California and Oregon.”

The 1,000 pounds of peanut butter was sorted at The Food Bank by volunteers from the Longmeadow Kids Care Club, to be distributed to their 250 partner agencies in time for the holiday season.

This is the second peanut butter & jelly drive that Lavery has organized. The first, which she conducted in October 2013 with the help of her parents, collected 247 pounds from Hatfield Elementary School and at the Greenfield’s home.

She was first inspired to organize a food drive after she and her family attended The Food Bank’s first ‘Family Volunteer Day’ during September 2013, and learned that 1 in 5 kids in Western Massachusetts are facing hunger. She brainstormed ideas with her mother, determined to figure out how she could help. She recalled that during their tour of The Food Bank, they also learned that peanut butter is one of the items most needed and requested by food pantries and meal sites throughout Berkshire, Franklin, Hampden and Hampshire Counties.

“It’s really awesome how she’s done it more than once,” says Jerod Shuford, Education Coordinator at The Food Bank. “When someone really takes the cause to heart, it makes a huge difference to us.”

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Organization's information

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Contact information

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Include a photo, if possible, with a suggested photo caption

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From a cost perspective peanut butter and jelly drives are effective because these items can be expensive. It is a kid-friendly food that goes a long way. For families that are facing food insecure, peanut butter is an item that can yield many meals.

Lavery's parents, Chris and Renée Greenfield, could not be more proud of the initiative their daughter took to help feed her neighbors in need.

"The Food Bank's most precious clients are children," says Renée. "When children help children, the hope is that this practice will continue through adulthood."

Photo Caption: The group of third grade girls from Hatfield Elementary School held a peanut butter and jelly drive, collecting more than 1,000 pounds, which they donated to The Food Bank of Western Massachusetts. (From left to right) Ursula Von Goeler, Vivien McAmis, Oona Wagner, Allegra Bernardin, Lucy Hoyt, Sierra Learned-Miller, Lavery Greenfield and Lucia Bernardin.

###

The Food Bank of Western Massachusetts provides individuals facing hunger with the food they need to survive and leads communities towards long-term solutions to the problem of hunger in our region. Serving the four counties of Western Massachusetts, The Food Bank is the leading provider of emergency food that reaches households with lower incomes. We are committed to feeding our neighbors in need and leading the community to end hunger. The Food Bank believes that everyone has the right to healthy food regardless of their circumstances. For more information on how you can get involved in your community, visit www.foodbankwma.org.

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Boilerplate:

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"About Us" section

Should include ...

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###

- Your mission
- What services you provide and to whom
- Where you are located
- When you were founded
- Where to find more info

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Should be FACTUAL

Dissecting a Media Advisory



The Food Bank
of Western Massachusetts

Media Advisory

Lets media outlets know about an upcoming event for potential coverage

MEDIA ADVISORY

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The Food Bank to host celebration picnic for Springfield Souper Bowl Champion White Street Elementary School

When: Friday, June 12, 2015
9 a.m. – 1 p.m.

Where: Forest Park (Sumner Ave., Springfield)

What: A picnic celebration, hosted by The Food Bank of Western Massachusetts, honoring the 5th grade students of White Street Elementary School as winners of the 2nd Annual Springfield Souper Bowl

HATFIELD, MA—On Friday, June 12, The Food Bank of Western Massachusetts will be hosting a special celebration picnic at Forest Park in Springfield for the fifth grade students of White Street Elementary School. The event is to honor the students for winning the 2nd Annual Springfield Souper Bowl earlier this year. The picnic will be held from 9 a.m. – 1 p.m.

Approximately 50 students, along with teachers and administrators, will be attending the event. The celebration picnic will include a number of team-orientated games, including relay races, water balloon toss and kickball. Lunch is being provided to all participants through a generous donation from Stop & Shop.

The Springfield Souper Bowl began in 2014, and was created by The Food Bank in partnership with the Springfield Public School System. It is a competition for 5th grade students at various Springfield elementary schools to collect the most pounds of food per student. It is more than a typical food drive, as it is designed to motivate students to make a difference in the lives of those around them and become active members in their communities. In addition, it demonstrates to students the value of volunteering and the power that working together can have.

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Media Advisory

Who
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Where
When

MEDIA ADVISORY



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Schedule

Throughout the week of January 26 – February 3, 2015, students from White Street Elementary collected 3.92 lbs. per student (1,384 pounds total) of non-perishable food items to benefit The Food Bank of Western Massachusetts.

In its second year, The Springfield Souper Bowl collected a total of 8,085 pounds of food throughout the entire week from 16 participating school. These donations are enough to allow The Food Bank to provide approximately 6,450 meals to food-insecure individuals.

Schedule of activities:

8:30 — Students arrive at Forest Park and are divided into teams for the day
9:00 — Students begin games
12:00 — Lunch
12:45 — Students depart

Photo and filming opportunities:

5th grade students participating in a number of team games and activities.
Food Bank staff and Springfield Public School System staff will be available for interview.

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Media opportunities for interviews, photos and filming

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