



www.foodshare.org



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# MEDIA ADVISORY

Monday, November 16, 2015

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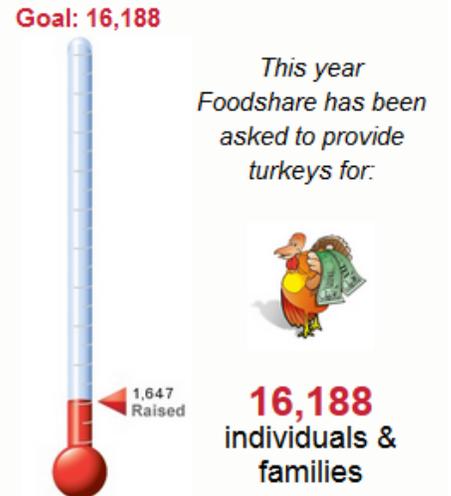
## Progress Towards Goal:

As of today, Foodshare has received enough turkeys to provide Thanksgiving dinner to 1,647 Greater Hartford families. But **that still leaves 14,541 individuals seeking help** for the holiday, based on requests placed through local food pantries and kitchens.

The generous people of our region have also donated \$299,024 to help feed these families all year long, and build lasting solutions to hunger.

## Bank of America's Turkey Tuesday

With support from UnitedHealthcare and Optum



**What:** Turkey Tuesday has become an integral part of Foodshare's *Turkey and Thirty* Campaign. Brad Davis, of WDRG-AM's *Talk of Connecticut* will be broadcasting LIVE from CityPlace to promote the event.

For those unable to make it, turkey and cash donations can still be made by calling **the turkey hotline at 860-856-HELP (4357)** on Turkey Tuesday, and all month long.



**When:** Tuesday, November 17<sup>th</sup> from 6:00 a.m. – 10:00 a.m.

**Where:** CityPlace, 185 Asylum Street, Hartford

**Who:** **James Arena-DeRosa**, Foodshare President & CEO  
**Dean Andrews**, Bank of America Senior Vice President  
**Craig LaFiandra**, UnitedHealthcare Vice President  
**Brad Davis**, Host of *Talk of Connecticut* on WDRG-AM Radio  
**Local dignitaries throughout the morning**

**Why:** Last week, Foodshare's President and CEO James Arena-DeRosa announced the food bank's goal for their annual Turkey and Thirty campaign. "This holiday, Foodshare has been asked to help 16,188 Greater Hartford residents join in the celebration by providing a traditional Thanksgiving turkey. These requests come directly from our partner programs—food pantries and community kitchens—who serve our neighbors in need." Foodshare is looking to the community at-large to help make sure every one of those requests is filled.

Highland Park Market will be accepting donations through November 24<sup>th</sup>, as will the food bank's Bloomfield distribution center. For a complete list of donation sites, or to make a donation online, please visit [www.aturkeyand30.org](http://www.aturkeyand30.org).

Keep up with all of Foodshare's latest news and media updates by becoming a follower at [www.twitter.com/Foodshare](http://www.twitter.com/Foodshare).

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## **About Foodshare**

Recognized as one of the most innovative, progressive and efficient food banks in the country, Foodshare has served Hartford and Tolland counties since 1982. Last year, Foodshare provided enough food for 12 million meals to 300 partner programs including food pantries, community kitchens, and homeless shelters, and through its Mobile Foodshare program. The organization also works on reducing the need, with programs that help people get back on their feet and get the resources they need to buy their own food. Working in partnership with other community leaders such as the United Way, End Hunger Connecticut! and 211 Infoline, Foodshare has the experience and is building the networks necessary to help make this vision a reality.

## **About Bank of America**

Bank of America is one of the world's leading financial institutions, serving individual consumers, small and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. The company provides unmatched convenience in the United States, serving approximately 47 million consumer and small business relationships with approximately 4,700 retail financial centers, approximately 16,100 ATMs, and award-winning online banking with 32 million active users and more than 18 million mobile users. Bank of America is among the world's leading wealth management companies and is a global leader in corporate and investment banking and trading across a broad range of asset classes, serving corporations, governments, institutions and individuals around the world. Bank of America offers industry-leading support to approximately 3 million small business owners through a suite of innovative, easy-to-use online products and services. The company serves clients through operations in all 50 states, the District of Columbia, the U.S. Virgin Islands, Puerto Rico and more than 35 countries. Bank of America Corporation stock (NYSE: BAC) is listed on the New York Stock Exchange.

## **About UnitedHealthcare**

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with more than 850,000 physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at [www.uhc.com](http://www.uhc.com) or follow @myUHC on Twitter.