



11/20/2014

Each \$1 donated = 2 quarts/8 servings of milk provided to families facing hunger

KICK OFF THE NEW YEAR BY "FILLING A GLASS WITH HOPE" PA FARM SHOW CAMPAIGN & SPECIAL LAUNCH EVENT

Friday, January 9, 2015

FOOD COURT OPENS/LAUNCH EVENT

Saturday, January 10 - 17, 2015

99TH PA FARM SHOW, Harrisburg

GOAL: The PA Department of Agriculture and PA Dairymen's Association are spearheading a campaign to raise resources for the Central Pennsylvania Food Bank's Milk Program during the 99th PA Farm Show. With over 500,000 people expected to attend the state's largest agriculture exposition, organizers will feature collection areas for monetary donations for the week-long "Fill a Glass with Hope" campaign. Donations will purchase milk for Pennsylvania families facing hunger in 27 Central Pennsylvania counties. "Kick off the New Year by 'Filling a Glass with Hope'" will be launched Friday, January 9, 2015 to help fight hunger with a statewide Call to Action to Farm Show attendees. Attendees can join farmers and businesses in helping to feed families by donating to the "Fill a Glass with Hope" campaign during the Farm Show. "Fill a Glass with Hope" monetary donations will be collected in the Weis Expo Center and the Food Court. A text and email component will also allow people to donate. In addition, area businesses/organizations can partner by giving back to the communities they serve by pledging donations.

The Central Pennsylvania Food Bank NOW distributes milk along with more than 32 million pounds of food and grocery products, equivalent to more than 27 million meals, every year to more than 800 soup kitchens, shelters, and food pantries in 27 Central Pennsylvania counties. These agencies directly feed thousands of hungry families throughout Central Pennsylvania. **For every \$1 donated, 2 quarts of milk are provided to individuals/families facing hunger.**

CENTRAL PENNSYLVANIA FOOD BANK NOW SERVING 27 COUNTIES:

Serving 27 counties, the Central Pennsylvania Food Bank is the largest non-profit food distribution organization in Central Pennsylvania. The Food Bank solicits, inventories and distributes food, milk and other donated products to more than 800 partner agencies (food pantries, soup kitchens, shelters, etc.) that directly serve people struggling with hunger. Children and seniors make up a large percentage of those who are hungry. Counties served: Adams, Bedford, Blair, Bradford, Centre, Clearfield, Clinton, Columbia, Cumberland, Dauphin, Franklin, Fulton, Huntingdon, Juniata, Lancaster, Lebanon, Lycoming, Mifflin, Montour, Northumberland, Perry, Potter, Snyder, Sullivan, Tioga, Union and York

CAMPAIGN COMPONENTS:

LAUNCH: *Official Kick off of "Fill a Glass with Hope" at 99th PA Farm Show in Food Court to be spearheaded by PA Dairymen's Association (PDA), the oldest dairy group in Pennsylvania. With the Milkshake as one of the top-selling, sought-after "PA Preferred Products" at the Food Court with over 140,000 sold on average each year there, PDA will promote & market the "Food Bank/Fresh Milk Distribution Initiative" with agriculture partners, The CPF and corporate partners. The PDA will use secure collection containers for monetary donations. The event will launch this PA Department of*

Agriculture/PDA Campaign to be promoted daily during PA Farm Show week. Mid-Atlantic Dairy Association is supporting this through the Great American Milk Drive.

PARTNERS TO DATE: The PA Dairymen's Association, Valley Grange #1360, The Central Pennsylvania Food Bank, The PA Department of Agriculture, The Mid-Atlantic Dairy Association, PA Dairy Promotion Program & Weis Markets.

CONSUMER/ATTENDEE INCENTIVES FOR A DONATION:

PDA coupons for free milkshake for first 25 donors each day.

RECOGNITION FOR CORPORATE PARTNERS:

- Invitation to attend launch event on Friday, January 9th, Noon (to be confirmed) with major media outlets invited & expected to cover.
- Listing in event press materials.
- Invitation to "Reveal" event, post Farm Show.
- Listing/promotion in Central Pennsylvania Food Bank newsletter, materials & on website.
- Major donors' (at specified levels) logos to be featured on event signage/collection-area signage.
- Major donor mention during interviews.
- Announcements at Livestock Dairy Show.
- Thank you on Farm Show Video Screens at PA Farm Show for major donors.

REVEAL/CAMPAIGN TALLY TO ANNOUNCE WEEK-LONG CAMPAIGN RESULTS:

Event to be held at the Central Pennsylvania Food Bank where a check will be presented from contributions collected at the PA Farm Show along with additional corporate donations.

Date/Time to be determined

PROMOTION

- Launch event to announce "Kick off the New Year by 'Filling A Glass with Hope' at The PA Farm Show on Friday, Jan. 9th (Tent. Noon).
- Market event & campaign coverage to media for week-long Farm Show promotion & campaign.
- Social Media (Facebook, Twitter, Instagram) promotional posts to appear on PDA, Ag Dept. & CPFEB pages & others. Hashtag #FillAGlassWithHope
- Campaign signage & banners.
- Farm Show Outdoor Marquee promotion.
- Possible Weis marketing components.
- Possible billboards.
- Reveal event with check presentation post-event.
- Video Screen promotion during Farm Show.
- Email blast promotions to ag & business partners.
- Partner website promotions.
- Progress Thermometer to track daily fundraising & goal (tentative).