



Food Bank of WNY

Serving Cattaraugus, Chautauqua,
Erie and Niagara Counties

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Operation: Rock Out Hunger to help neighbors in need of holiday meals *Food Bank of WNY in need of 5,200 turkeys*

BUFFALO (November 2017) — In an effort to provide holiday meals to hungry local families, the 12th Annual Operation: Rock Out Hunger, presented by 97 Rock and co-sponsored by WKBW-TV Channel 7, will be held from 4 p.m. Wednesday, Nov. 15th through 10 a.m. Wednesday, Nov. 22nd, in the Eastern Hills Mall parking lot, 4545 Transit Road in Williamsville.

97 Rock's DJ Jickster will live on a Food Bank of WNY trailer for an entire week as he collects donations of frozen turkeys, nonperishable food items and funds. The organization is asking for assistance from the community to meet its overall goal of collecting 5,200 turkeys to distribute to those in need of a holiday meal. This contribution alleviates the considerable cost that would be needed in order to self-fund this type of program.

"Hunger does not take a holiday. Choosing between paying for utilities or purchasing nutritious food is a constant struggle for so many of our neighbors in need" said Tara A. Ellis, President & CEO of the Food Bank of WNY. "For 12 years, DJ Jickster and 97 Rock, have selflessly given their time and energy to fight hunger here in Western New York. The tremendous partnership with WKBW, along with incredible support of our generous community members, enables us to provide our local families in need a reason to celebrate this holiday season."

In addition to the collection at Rock Out Hunger, donations of food and funds can be dropped off at the Food Bank of WNY at 91 Holt Street, Buffalo, NY, 14206, from 8 a.m. to 5 p.m. Monday through Friday. To donate online, go to www.foodbankwny.org.

(The Food Bank of WNY is the primary hunger-relief organization in Western New York, obtaining and distributing food to 341 member agencies including food pantries, shelters, soup kitchens, youth programs, and senior centers in Cattaraugus, Chautauqua, Erie, and Niagara counties. Through these agencies, the Food Bank of WNY serves as many as 135,000 individuals in any given month, including more than 44,000 families, 55,000 children, and nearly 16,500 seniors. For more information, visit www.foodbankwny.org.)

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