

## Media Alert

### For Immediate Release

Media Contact:

**Amanda Young**

Phone: (251) 653-1617 ext. 144

[ayoung@feedingthegulfcoast.org](mailto:ayoung@feedingthegulfcoast.org)



---

Feeding the Gulf Coast | 5248 Mobile South Street, Theodore, AL 36582 | (251) 653-1617

## Reese's Senior Bowl Players Give Back at Feeding the Gulf Coast

**(January 22, 2020)** – On January 24, as part of the Reese's Senior Bowl Community Day, players from both the North and South teams will volunteer at Feeding the Gulf Coast. Each player will be paired with a "Little" from Big Brothers Big Sisters to sort and pack boxes of food, which will help feed the 1 in 5 in our community who experience hunger.

"We are grateful for the ongoing partnership with Reese's Senior Bowl and the significant impact of their philanthropic commitment to our local community," Cyndy Baggett, Feeding the Gulf Coast Vice President of Development and Marketing.

Individuals in the community will also have an opportunity to give back and "tackle hunger" while enjoying Senior Bowl this Saturday. Fans are encouraged to bring three non-perishable food items to the official Piggly Wiggly Tailgate Event ahead of the game on Saturday, January 25, for a free 2020 Senior Bowl t-shirt. All donations will benefit Feeding the Gulf Coast. Finally, Reese's will donate \$10,000 to Feeding the Gulf Coast during a check presentation during the game in support of the organization's hunger relief efforts.

**WHO:** Feeding the Gulf Coast  
Big Brothers Big Sisters  
Reese's Senior Bowl

**WHEN:** Friday, January 24, 2020

**Big, Little meet-up:** 9:30 a.m. – 10:00 a.m.

**Volunteer Event:** 10:00 a.m. – 11:00 a.m.

5248 Mobile South Street  
Theodore, AL 36582

###

**The media is invited to attend.**

For interviews or images, please contact Amanda Young, Marketing & Communications Manager  
(251) 653-1617 ext. 144 | [ayoung@feedingthegulfcoast.org](mailto:ayoung@feedingthegulfcoast.org)

###

### **About Feeding the Gulf Coast**

Feeding the Gulf Coast, formerly Bay Area Food Bank, serves a 24-county area spanning the Florida panhandle, south Alabama, and south Mississippi. In 2019, the food bank distributed over 22 million meals to over 400 church pantries, soup kitchens, and other nonprofit organizations throughout its service area. The food bank also operates multiple hunger-relief and nutrition programs, including Summer Meals, Afterschool Meal, Backpack, Disaster Relief, Mobile Pantry and Produce Drop Distributions and Nutrition Education. Feeding the Gulf Coast is a United Way member agency and a member of Feeding America. For more information, visit [www.feedingthegulfcoast.org](http://www.feedingthegulfcoast.org).

###