



Pick 'n Save



### Media Advisory

Contact: Lori Holly

Director, Marketing & Communications

[lholly@feedingamericawi.org](mailto:lholly@feedingamericawi.org)

(414) 831-6334 (office)

(414) 350-0215 (cell)

## 99.1 The Mix hosts 20<sup>th</sup> annual 'Stuff the Bus' to benefit Food for The Holidays

*Feeding America Eastern Wisconsin sets 100,000 meal goal for day-long food drive*

Join Elizabeth & Radar from 99.1 The Mix, Feeding America Eastern Wisconsin, Pick 'n Save and Milwaukee County Transit System as we Stuff the Bus with healthy food for those facing hunger this holiday season. The state's largest food drive will be held Wednesday, November 22, at the Brookfield South Pick 'n Save at the intersection of Greenfield Ave. and Moorland Rd. from 6 a.m. to 6 p.m. The goal is to raise 100,000 meals through food and monetary donations. Elizabeth and Radar will broadcast live throughout the event.

Everyone is encouraged to come out and help stuff Milwaukee County Transit System buses with non-perishable food and/or frozen turkeys to ensure our neighbors have nutritious food to eat not just during the holidays, but all year long. Prior to the event, shoppers can also stop by Pick 'n Save and purchase pre-packed \$5 bags filled with Thanksgiving sides. The bags will be stuffed onto the bus the day of the event.

People can also make an online donation by clicking on the Stuff the Bus icon at [www.991themix.com](http://www.991themix.com) or by going directly to [www.feedingamericawi.org](http://www.feedingamericawi.org).

**WHO:** 99.1 The Mix  
Pick 'n Save  
Milwaukee County Transit System  
Feeding America Eastern Wisconsin

**WHAT:** 20<sup>th</sup> Annual Stuff the Bus Food Drive

**WHERE:** Pick 'n Save Brookfield South, 15170 W. Greenfield Ave., Brookfield, WI 53005

**WHEN:** Wednesday, November 22, 2017, from 6 a.m. – 6 p.m.

### HIGHLIGHTS & PHOTO OPPORTUNITES:

- **10:00 a.m.** Pick 'n Save will present Feeding America Eastern Wisconsin a check for \$10,000 and Milwaukee Brewers mascot, Bernie Brewer, will help stuff the bus.
- **1:00 p.m.** Milwaukee Admirals mascot, Roscoe, will help stuff the bus.
- **2:30 pm.** Milwaukee Bucks mascot, Bango, will help stuff the bus.
- **6 a.m. – 6 p.m. Businesses, school and community groups will deliver food and funds collected at their organizations.** A Milwaukee County Transit System Bus will be filled with grocery bags on-site.

*\*see photo below*

--more--

## INTERVIEW OPPORTUNITIES:

- 99.1 The Mix Radio Hosts, Elizabeth & Radar  
\*available for interviews from 8 a.m. – 6 p.m.
- Connie Jones, Public Affairs, Roundy's Supermarkets  
\*available for interviews from 10 a.m. – 11 a.m.
- Feeding America Eastern Wisconsin representatives  
\*available for interviews from 8 a.m. – 6 p.m.



###

**Feeding America Eastern Wisconsin** is the leading hunger relief organization in the state with locations in Milwaukee and the Fox Valley. Founded in 1982 by the Rotary Club of Milwaukee, Feeding America Eastern Wisconsin is a local and independent member of the Feeding America network. Feeding America Eastern Wisconsin collaborates with 600+ members, including food pantries, meal programs and shelters to provide more than 20 million meals annually to nearly 400,000 people across 36 counties in eastern Wisconsin. Feeding America Eastern Wisconsin also supports programs that improve food security for people facing hunger and works collaboratively with community partners to solve hunger.

**Together we can solve hunger.** To learn more about hunger in Wisconsin, visit [FeedingAmericaWI.org](https://www.FeedingAmericaWI.org). Join the conversation! Like us on [Facebook](#) and follow us on [Twitter](#).