



MEDIA ADVISORY

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Kids Help Kids through 14th Annual PB&J Challenge

More than 50 students will deliver collected PB&J to Feeding America Eastern Wisconsin

Appleton – (February 28, 2017) – More than 50 students in first through eighth grade throughout the Appleton area will be delivering hundreds of pounds of peanut butter and jelly to Feeding America Eastern Wisconsin Thursday March 2, during the “Big Drop.”

The “Big Drop” is the conclusion to the 14th Annual PB&J Challenge, which kicked off February 1, and encouraged elementary and middle school students to collect peanut butter and jelly at their school throughout the month to help children who face hunger. The students will bring their collections to the Fox Valley food bank where it will be weighed and winners announced. There will be two categories of winners, most pounds per school and most pounds per student, with an elementary and middle school in each category. Winners will be recognized at the Milwaukee Bucks game on Friday, March 31.

A peanut butter and jelly sandwich is not only a childhood favorite, but also a simple meal packed with protein. The PB&J Challenge helps stock the shelves with these important staples, which are some of Feeding America’s most-needed items. The public was also able to contribute by donating food and funds at participating Pick ‘n Save stores.

WHAT: PB&J Challenge “Big Drop”
(Students will deliver and sort collected peanut butter and jelly)

WHEN: Thursday, March 2, 2017, from 9 a.m. – 11 a.m.

WHERE: Feeding America Eastern Wisconsin
2911 W. Evergreen Drive
Appleton, WI 54911

WHO: Feeding America Eastern Wisconsin
Milwaukee Bucks
Pick ‘n Save

HIGHLIGHTS & PHOTO OPPORTUNITES:

- **9 a.m.** Students arrive with their collected peanut butter and jelly.
- **9 a.m. – 10 a.m.** Students see how the food is weighed and complete stations of activities.
- **10 a.m. – 11 p.m.** Students sort the food.

INTERVIEW OPPORTUNITES:

- Feeding America Eastern Wisconsin Representatives
- Participating students and teachers