



## MEDIA ADVISORY

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### **Kids Help Kids through 14<sup>th</sup> Annual PB&J Challenge**

*More than 100 students will deliver collected PB&J to Feeding America Eastern Wisconsin*

Milwaukee – (February 28, 2017) – More than 100 students in first through eighth grade throughout the Milwaukee 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 14<sup>th</sup> 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 Milwaukee 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  
1700 W. Fond du Lac Avenue  
Milwaukee, WI 53205

**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, complete stations of activities and meet the Feeding America Eastern Wisconsin mascot, Sticky.
- **10 a.m. – 11 p.m.** Students sort the food and meet Bango, the Milwaukee Bucks mascot.

#### **INTERVIEW OPPORTUNITES:**

- Roundy’s VP Corporate Communications and Public Affairs, James Hyland
- Feeding America Eastern Wisconsin Representatives
- Participating students and teachers