



FOR IMMEDIATE RELEASE

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State-of-the-Art System Helps Food Bank Get More Food to Families in Need

Feeding America Eastern Wisconsin to Unveil New Bulk Processing Program Tuesday

Little Chute (March 22, 2017) – Feeding America Eastern Wisconsin will officially launch its state-of-the-art clean room and bulk repacking system Tuesday, March 28 as volunteers process and repackage the organization’s first large donation of bulk food product.

“Thanks to our generous donors, we were able to purchase a bulk repacking system that allows us to accept donations of large bins of bulk food product that we would have otherwise had to turn away,” said Patti Habeck, executive vice president. “This equipment is essential to helping us meet the need of those facing hunger in northeastern Wisconsin. It was the final piece needed to make our clean room fully functional.”

WHO: Feeding America Eastern Wisconsin & Associated Bank Volunteers

WHAT: Inaugural run of state-of-the-art clean room and bulk repacking system

WHEN: Tuesday, March 28, from 1 – 4 p.m.

WHERE: Feeding America Eastern Wisconsin, 2911 W. Evergreen Drive, Little Chute

Clean rooms are environmentally-controlled spaces that allow for the safe packaging of bulk foods and other items into consumer-sized bags, boxes, etc. The repack system allows the food bank to evolve its business model from solely a distribution organization to a food processing and distributing facility.

PHOTO OPPORTUNITY: Volunteers donned in sterile gear will work the new bulk repacking system in the food bank’s state of the art clean room.

INTERVIEW OPPORTUNITY:

- Patti Habeck, Feeding America Eastern Wisconsin
- William Bohn, Executive Vice President, Associated Bank & Chairman of the Board, Feeding America Eastern Wisconsin
- Volunteers

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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.