FOR IMMEDIATE RELEASE
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HELP "STUFF-A-SEMI" WITH FOOD DONATIONS FOR THOSE FACING HUNGER

NBC15 Share Your Holidays Campaign Kicks Off 16th Year

MADISON, Wis., November 7, 2011 – Make a donation to help end hunger in southwestern Wisconsin by bringing food or financial donations on November 11-12 to Metcalfe's Market at the Hilldale Shopping Center in Madison. The tenth annual *NBC15 Share Your Holidays to eliminate Hunger* Stuff-a-Semi event expects to fill a semi trailer with food donations as part of the 16th annual *NBC15 Share Your Holidays* campaign, which aims to raise 1.6 million meals overall. Last year, through Stuff-a-Semi, Metcalfe's Market raised more than 41,000 meals for families and individuals facing hunger in southwestern Wisconsin.

Stuff-a-Semi donations will be accepted from 7 a.m. to 6 p.m. on Friday, November 11 and Saturday, November 12. Everyone is invited to participate in these ways:

- Donate groceries – nonperishable food and non-food grocery items. Shop for items in the store or bring items from home. Drive-through drop-off available.
- Make a cash donation when you check out your groceries or by visiting the Stuff-a-Cart grocery cart by the semi. Each $1 donation provides three meals.
- Purchase and donate a convenient, pre-packed bag containing groceries most needed for breakfast, lunch and dinner.

These special events will take place in the parking lot:

On Friday, November 11, from 3 – 6 p.m.:

- Oscar Mayer Wienermobile
- Oscar Mayer $1 hot dogs (proceeds benefit campaign)

On Saturday, November 12, from 11 a.m.-2 p.m. (unless noted):

- Favorite Food Characters on Parade including Gorton's Fisherman, Gold'n Plump Chicken, Cheese Nip Dino, Kool-aid Kid, Dean's Milk Chug, Lucky Leprechaun, Trix Rabbit, Oreo Guy, Hershey Kiss and Twinkie the Kid
- Bucky Badger joins the fun from noon-1 p.m.
- Oscar Mayer Wienermobile
- WIBA-FM and WMAD - Star Country radio personalities live with music, giveaway
- $1 ice cream "Sundaes on Saturday" from Dean Foods (proceeds benefit campaign)
- Oscar Mayer $1 hot dogs (proceeds benefit campaign)

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About *NBC15 Share Your Holidays to eliminate hunger*

In its 16th year, the *NBC15 Share Your Holidays to eliminate hunger* campaign is the largest food/fund drive to help families and individuals facing hunger in southwestern Wisconsin, raising more than 20 million meals to date. In 2011, the campaign's goal is to raise 1.6 million meals. The event is supported by many community partners: NBC15, Alliant Energy, Alliant Energy Center, American Family Insurance, Becker Law Office, S.C., Clear Channel Radio-Madison, Dean Health Plan, Econoprint, First Weber Group Foundation, Inc., Food Fight Restaurant Group, Ho-Chunk Gaming Madison, Hy-Vee, John Deere Financial, Joseph Henricks Photography, BMO Harris Bank, M3 Insurance Solutions for Business, Madison Area Chapter of Credit Unions, Metcalfe's Market, Oscar Mayer / Kraft Foods, Roundy's Supermarkets, Inc., Summit Credit Union, SVA, TDS Telecommunications Corporation, Two Men and a Truck, UW Health, Valpak of Madison, Wells Fargo, Whole Foods Market, Wisconsin National Guard, Woodman's Food Markets and our generous Grand Finale Mike's Miracle Minute sponsors. For more information on *NBC15 Share Your Holidays*, visit w*ww.secondharvestmadison.org* (Event tab > NBC15 Share Your Holidays).

About Second Harvest Foodbank of Southern Wisconsin

Second Harvest Foodbank of Southern Wisconsin is a nonprofit organization dedicated to ending hunger in southwestern Wisconsin through community partnerships, serving nearly 141,000 people who struggle to put food on the table, including 43 percent who are children. Through food and financial donations and volunteer support, Second Harvest Foodbank acquires and distributes food to 315 partner agencies, including food pantries, shelters and meal sites, in 16 counties. From July 1, 2010–June 30, 2011, Second Harvest Foodbank distributed 8.6 million pounds of food. It is one of 200 members of Feeding America, the nation's leading domestic hunger-relief charity. For more information, visit *www.secondharvestmadison.org*.

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