



## **MEDIA ADVISORY**

**WHEN:** Wednesday, October 12, 10:00 a.m.

### **WHAT: Feeding America Southwest Virginia Dedicates New Vehicle to Service**

Feeding America Southwest Virginia will dedicate a new vehicle to service and recognize local Little Caesars franchisee ACES, LLC for the donation of the vehicle to serve the food bank's partner pickup program and to rescue and secure donated food in support of FASWVA's mission.

The event will include brief remarks from FASWVA President and CEO Pamela Irvine and local Little Caesars/Aces, LLC franchise owner Patrick O'Connell as well as from Wayne Johnson of Rosalind Hills Baptist Church, whose food pantry participates in the partner pickup program with Little Caesars.

Since 2013, ACES, LLC's Little Caesars franchises have donated more than 200,000 lbs. of pizzas and other products to Feeding America Southwest Virginia partner programs.

Aces, LLC, is one of the largest Little Caesars franchisees in the country, operating 21 locations in Southwest Virginia. Aces is headquartered locally in Rocky Mount, Va. ([www.acespizza.com](http://www.acespizza.com))

Representatives from ACES, LLC, and Feeding America Southwest Virginia will be available for interviews and photographs.

**WHERE:** Little Caesars, 703 Brandon Avenue SW, Roanoke Va. 24015 (*across from Towers shopping center*)

### **CONTACT:**

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### **About Feeding America Southwest Virginia**

Feeding America Southwest Virginia was founded in 1981 and proudly commemorates 35 years of fighting hunger and changing lives through community partnerships. The Food Bank is an affiliate member of Feeding America. For the last three and a half decades, the Food Bank's ultimate mission has remained the same: eliminate hunger in the region. The primary function of the Food Bank is to secure and distribute large quantities of food for the hungry. Approximately \$34 million worth of food and grocery related products are channeled annually through a network of more than 370 partner feeding programs in our 26-county, 9-city region that provide food or meals to those in need. Visit [www.faswva.org](http://www.faswva.org) for more information or like us on Facebook.