



Contacts:

Amanda Allen
Marketing and Communications Coordinator
Feeding America Southwest Virginia
540.537.8984 (cell)
aallen@faswa.org

Allison McGee
Corporate Affairs Manager
Kroger Mid-Atlantic
540.563.3629

FOR IMMEDIATE RELEASE

Virginia Tech Football Team Helps Feed the Hungry in New River Valley With Turkeys from Kroger

Feeding the hungry in the New River Valley is easier today because of a partnership between the Virginia Tech football team, Feeding America Southwest Virginia, and Kroger.

Virginia Tech players presented 460 turkeys today to Feeding America Southwest Virginia and two partner agencies in the New River Valley.

The program, called "Touchdowns 4 Turkeys," began with Virginia Tech's first game and will conclude after the Military Bowl December 31 when Tech plays Cincinnati. Kroger is donating 10 turkeys for each touchdown Tech scores this season.

Tech players brought turkeys to two food pantries in the New River Valley today:

- Pulaski Daily Bread at the First Presbyterian Church, a soup kitchen and food pantry;
- Shawsville Lay Ministerial, a food pantry.

At Pulaski Daily Bread, players served hungry families and afterwards presented them with turkeys. In Shawsville, players gave turkeys to families. Additional turkeys based on the touchdowns Tech scores in the bowl game will be delivered later.

"Feeding America Southwest Virginia is happy to partner with Virginia Tech and Kroger in this innovative program," said Pamela Irvine, president and CEO of the food bank. "We know these turkeys will help make a brighter holiday for thousands of hungry

people in the New River Valley and Southwest Virginia.”

“Kroger’s commitment to feed the hungry is a year-round effort,” said Allison McGee, corporate affairs manager for Kroger’s Mid-Atlantic Division. “We have a goal of ending hunger in our communities by 2025 in an initiative called Zero Hunger | Zero Waste,” explained McGee. “No family in a community we serve should ever go hungry.” Kroger has four stores in the New River Valley.

“Our team is proud to uphold the Virginia Tech spirit of Ut Prosim which means ‘that I may serve,’” said Coach Justin Fuente. “This holiday season we are privileged to partner with Feeding America Southwest Virginia and Kroger to help families in need across our area.”

Feeding America Southwest Virginia distributes 20.4 million pounds of food and grocery related products through a network of 353 partner feeding programs in a 26-county 9-city region that provide food or meals to those in need in Southwest Virginia annually.

PHOTOS: For event photos, please visit this Google Drive location: https://drive.google.com/open?id=1_KRiQW1dYAykDdY7j3LIDLfjB2K14ZQV

About Feeding America Southwest Virginia

Feeding America Southwest Virginia was founded locally in 1981 and proudly commemorates 37 years of fighting hunger and changing lives through community partnerships. 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 Southwest Virginia's hungry. Approximately \$26.5 million worth of food and grocery related products are channeled annually through a network of more than 330 partner feeding programs in our 26-county, 9-city region that provide food or meals to those in need. The local Food Bank is an affiliate member of Feeding America. Visit www.faswva.org for more information or like us on [Facebook](#).