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FOR IMMEDIATE RELEASE

Notre Dame alumni host “Alumni Charity Challenge” to benefit FASWVA

Salem, Va. (October 2, 2018) – The Notre Dame Club of the Blue Ridge is leading an online “Alumni and Friends Charity Challenge” for Feeding America Southwest Virginia through Saturday, October 6, as part of the alumni association’s service program.

This effort is being held in conjunction with the Notre Dame vs. Virginia Tech football game on October 6. The challenge is a donation drive to see who can raise the most money for Feeding America Southwest Virginia – visiting football fans or hometown football fans.

To participate in the challenge, fans may use the following methods:

1. Text **HT2018** to **91999** for Home team donations OR **ND1988** to **91999** for Visiting team donations
2. Visit Feeding America Southwest Virginia’s Website <https://www.faswva.org/october6/>
3. Send a check payable to:

Feeding America Southwest Virginia
1025 Electric Road
Salem, VA 24153
Memo: VT-ND

“We’re incredibly thankful for this support from the Notre Dame Alumni Association,” said Pamela Irvine, Feeding America Southwest Virginia CEO. “It says a lot about the Notre Dame community that they would use their team’s visit to Southwest Virginia as a chance to support us and do good for those in need.”

The Notre Dame Alumni Association’s service program “...helps connect people with opportunities to serve in an effort to increase awareness of the root causes of societal problems and inspire individuals to promote lasting social change.”

The Notre Dame Club of the Blue Ridge is inspired by former football head Coach Lou Holtz’s quote “There’s never a right time to do the wrong thing. And there’s never a wrong time to do the right thing. Just do what’s right.”

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About Feeding America Southwest Virginia

Feeding America Southwest Virginia was founded in 1981 and proudly commemorates 37 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 \$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. Visit www.faswva.org for more information or like us on Facebook.