



**Media contact:**

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**\*\*MEDIA ADVISORY\*\***

## **Second Harvest Heartland hosting 2<sup>nd</sup> annual 'Pack to the Max' for volunteers on Give to the Max Day, Nov. 15**

**What:** Second Harvest Heartland is once again hosting its wildly successful "Pack to the Max" extravaganza, a 24-hour volunteer food-packing event, on Give to the Max Day, Thursday, Nov. 15. Last year, 250 volunteers packed nearly 12,000 meals at the inaugural event. This year, the goal is to pack more than 20,000 meals and raise \$320,000. The packed food and funds raised that day will go toward providing meals to the one in 11 people – including one in eight children – living in Minnesota and western Wisconsin who don't know where their next meal is coming from. Donations this year could go twice as far thanks to matching funds from the Mosaic Company Foundation, Post Consumer Brands, and a generous group of individual donors.

New to Pack to the Max this year is themed shifts, including Pajama Party, Pirate Take Over, Show Your Team Spirit and Hunger Heroes.

In 2017, Second Harvest Heartland rose to the top of the Give to the Max Day leaderboard, bringing in more than \$313,000.

**Other notes for media:** Opportunity to participate in assembly line box packing. No jewelry or open-toed shoes allowed in the warehouse area.

**Spokespeople – including Second Harvest Heartland representatives and GiveMN executive director Jake Blumberg – and volunteers could be available for interviews/photos starting at 5 a.m.**

**When:** Thursday, Nov. 15, 2018  
12 a.m. until 11:59 p.m.

***4-6 a.m. is Pajama Party***  
***6-8 a.m. is Pirate Take Over***

**Where:** Second Harvest Heartland Brooklyn Park facility  
7101 Winnetka Ave N, Brooklyn Park, MN 55428

### **About Second Harvest Heartland**

Second Harvest Heartland is one of the nation's largest, most efficient and most innovative hunger relief organizations. Second Harvest Heartland provides an average of 75 percent of all food distributed by its food shelf partners, and in our last fiscal year, provided more than 81 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our hungry neighbors. For more information, visit [2harvest.org](http://2harvest.org) or call 651.484.5117.

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