KARE 11

FOOD FIGHT

Participation Guide

Sponsored by

C.H. ROBINSON
AFFINITY PLUS
FEDERAL CREDIT UNION

Benefitting

SECOND HARVEST
HEARTLAND
Thank you for joining the KARE 11 Food Fight to benefit Second Harvest Heartland.

This Participation Guide will provide you with information and details on the Food Fight and how you can join in an exciting day of giving back to the community before Thanksgiving.

Thanks again for choosing to make a difference for so many like Ben, Emily and Olive. Let the competition begin!

Table of Contents

Page 3     Food Fight Details  
            Why, What and When

Page 4     The KARE 11 Food Fight Teams  
            Who and Where

Page 5     Grocery Retail Partner Support

Page 6     Monetary Donation Details

Page 7     Food Donation Details

Page 8-9   Hunger and KARE 11 Food Fight Talking Points
The KARE 11 Food Fight

Why hold the KARE 11 Food Fight?
Currently, 1 in 11 who live in Minnesota and Western Wisconsin struggle with hunger every day. They are our family neighbors, our kids’ friends and community’s seniors trying to make ends meet. Thousands of families in our region will rely on their local food shelf for a simple meal this holiday season. KARE 11 and its partners are hosting the Food Fight to help ensure every child, senior and family in our local communities have access to the food needed to thrive.

What is the KARE 11 Food Fight?
This isn’t your ordinary food fight! The KARE 11 Food Fight is a 12-hour competition to collect food and funds for Second Harvest Heartland. We have partnered with KARE 11’s Sunrise and 10:00 pm anchors to see which team can make the biggest impact before Thanksgiving. The teams are partnering with 4 great retail partners and will be located throughout the Twin Cities Metro area. Our goal is collect 2 million pounds of food in one day!

When is the KARE 11 Food Fight?
Tuesday, November 26 from 7:00 am to 7:00 pm.

Special thanks to this year’s sponsors:
The KARE 11 Food Fight Teams

Support your favorite anchors! Show your team spirit by donning off your team’s color, visit the team at their location below, and donate food and funds to help your favorite team win.

Julie Nelson and Sven Sundgaard
Team color: Green
Lunds & Byerlys, 1299 Promenade Pl, Eagan, MN 55121

Randy Shaver and Gia Vang
Team color: Blue
Whole Foods, 1001 Plymouth Rd, Minnetonka, MN 55305

Belinda Jensen and Kris Laudien
Team color: Red
Kowalski’s, 441 Hwy 96 W, Shoreview, MN 55126

Eric Perkins and Alicia Lewis
Team color: Orange
Cub Foods, 7191 10th St N, Oakdale, MN 55128
Grocery Retail Partner Support

We are very grateful to our Food Fight grocery retail partners for their support and commitment in the fight to end hunger.

Visit any Cub to support Perk and Alicia. Purchase Turkey Bucks at the register to provide turkeys and funds for Second Harvest Heartland. Guests can also purchase pre-made grocery bags of food to donate to the Food Fight. And don’t forget to visit Perk and Alicia at the Cub in Oakdale. Go #TeamPerk!

Visit any Kowalski’s to support Bel and Kris. Make a donation of your choice at the register to support Second Harvest Heartland. Guests can also purchase pre-made grocery bags of food for $25 to donate to the Food Fight. And don’t forget to visit Bel and Kris at the Kowalski’s in Shoreview. Go #TeamBel!

Visit any Lunds & Byerlys to support Julie and Sven. November 20-26 you can make a $3, $5, or $10 donation at the register to benefit Second Harvest Heartland. And don’t forget to visit Julie and Sven at the Lunds & Byerlys in Eagan. Go #TeamJulie!

Visit any Twin Cities Whole Foods to support Randy and Gia. Through One Dime at a Time, customers who use their own shopping bags for purchased groceries get 10¢ back and can choose to donate to the Food Fight. And don’t forget to visit Randy and Gia at Whole Foods in Minnetonka. Go #TeamRandy!
Monetary Donation Details

Every $1 donated will equate to 4 pounds of food. Your dollars will make a big impact and help Second Harvest Heartland secure more fresh, nutritious food for our local community.

How to Make a Monetary Donation

- Visit your favorite anchor team and give on-site (see page 4 for locations).
- Give online via KARE 11’s Give11 secure website.
- Donate at any Affinity Plus Federal Credit Union branch; find locations here.

- Visit Second Harvest Heartland's locations 8:00 am to 4:30 pm
  7101 Winnetka Ave N, Brooklyn Park, MN 55428
  1140 Gervais Ave, Maplewood, MN 55109

- By phone to Second Harvest Heartland at 651-484-5117.

Note: Please make checks out to Second Harvest Heartland.

You can make a BIG impact!

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10</td>
<td>Provides 40 pounds to your team</td>
</tr>
<tr>
<td>$25</td>
<td>Provides 100 pounds to your team</td>
</tr>
<tr>
<td>$50</td>
<td>Provides 200 pounds to your team</td>
</tr>
<tr>
<td>$100</td>
<td>Provides 400 pounds to your team</td>
</tr>
</tbody>
</table>
Food Donation Details

All food will be weighed at Second Harvest Heartland at the end of the Food Fight.

Individual Food Donations
Food can be donated at several locations on November 26th:

- Visit your favorite anchor team and give on-site (see page 4 for locations)
- Visit Second Harvest Heartland’s locations, 8:00 am to 4:30 pm
  7101 Winnetka Ave N, Brooklyn Park, MN 55428
  1140 Gervais Ave, Maplewood, MN 55109

Note:
- Food must be non-perishable.
- Items not accepted: perishable (including frozen turkeys), candy, soda, glass containers or home-canned foods.
- Product should be labeled, undamaged and still within the “best if used by” date.
- The following items are most needed:
  - Meats, fish and protein: canned tuna, ham or chicken, beef stew, peanut butter, beans
  - Fruits and vegetables: canned fruits and vegetables, instant potatoes
  - Complete meals: pasta & canned sauce, boxed meals, hearty soups
  - Grains: cereal, rice
  - Special diet foods: gluten-free, low-sugar, low-sodium

Corporate Food Donations

- Food industry donors such as manufacturers and distributors can donate perishable, frozen, dry or bulk products.
- We appreciate first-run, newly produced pallets of food and surplus truckloads of goods.
- Corporations may pledge food donations to be delivered to Second Harvest Heartland at an earlier or later date.

Corporate donors, please call Kent at 651-282-0853 to coordinate a donation delivery or to make a pledge to Second Harvest Heartland. Be prepared to provide weight information at time of phone call.
Hunger and KARE 11 Food Fight Talking Points

On this page and the next, we’ve provided you with general information, hunger statistics and messaging to help you support and promote the KARE 11 Food Fight.

General Information
Hunger takes the hope and joy out of the holidays. Join the KARE11 Food Fight to give it back.

On Tuesday, November 26 from 7 am to 7 pm, four KARE 11 anchor teams will compete to raise the most food and funds for Second Harvest Heartland. This year’s Food Fight is sponsored by C.H. Robinson and Affinity Plus Federal Credit Union. The KARE 11 Food Fight is a single-day food and fund drive, but you can support your team in advance by donating financially to their team. Every $1 counts as 4 pounds of food for the team total.

Join #TeamRandy (Randy Shaver and Gia Vang), #TeamJulie (Julie Nelson and Sven Sundgaard), #TeamBel (Belinda Jensen and Kris Laudien), or #TeamPerk (Eric Perkins and Alicia Lewis) in the fight against hunger!

Donations can be delivered to each team’s designated grocery location during the Food Fight event on November 26 from 7 am to 7 pm.

- #TeamRandy: Whole Foods at 1001 Plymouth Road, Minnetonka, MN 55305
- #TeamJulie: Lunds & Byerlys at 1299 Promenade Place, Eagan, MN 55121
- #TeamBel: Kowalski’s at 441 Highway 96 West, Shoreview, MN 55126
- #TeamPerk: Cub Foods at 7191 10th St N, Oakdale, MN 55128

Hunger Takes. You Can Give. As you prepare to celebrate the holidays, remember that not every family can afford to put food on the table this season. In fact, many families are just one car repair or major medical bill away from not having food to feed their children. You can help by joining in the KARE 11 Food Fight and making a donation to your favorite KARE 11 anchor’s team on Tuesday, November 26. Every $1 counts as 4 pounds of food towards the team total.
Hunger and KARE 11 Food Fight Talking Points

Call to Action
- Hunger takes. You can give. Join the Food Fight with KARE 11 to end hunger and donate on November 26. Every $1 counts as 4 pounds of food for the team total.
- Join the fight to end hunger. Pick your KARE 11 team on or before November 26 and give the gift of food or funds to your neighbors experiencing hunger. Donations can be delivered to each team’s designated grocery location during the Food Fight event on November 26 from 7 am to 7 pm.
- Join #TeamRandy (Randy Shaver and Gia Vang), #TeamJulie (Julie Nelson and Sven Sungaard), #TeamBel (Belinda Jensen and Kris Laudien), or #TeamPerk (Eric Perkins and Alicia Lewis) in the fight against hunger! Donations can be delivered to each team’s designated grocery location during the Food Fight event on November 26 from 7 am to 7 pm.

Statistics and Holiday Messaging
- Hunger takes away hope for too many families, including 1 in 8 children who go hungry through no fault of their own.
- One in 11 people in our region don’t know where their next meal is coming from, even though there is more than enough food to go around.
- While the economy continues to improve, many of our neighbors are still living paycheck to paycheck. The holidays place a unique burden on struggling families trying to pay the bills and still have something leftover for celebration and giving.
- Hunger hurts even more during the holidays. Families already on razor-thin budgets struggle even further: heating bills increase, holiday meals can be expensive, families feel the pressure of providing gifts for their children, and healthier foods can be more expensive during this time.
- Many of our agency partners see an increased need during the holidays.
- For families with children who rely on free or reduced-price school meals, the holiday break can be a long stretch of going without free meals the kids rely on every day.

Hashtags
- #KARE11FoodFight
- #TeamRandy
- #TeamJulie
- #TeamBel
- #TeamPerk
Help Us Spread the Word

Whether you’re hosting a drive, bringing a donation to your favorite team or supporting Second Harvest with an online gift from your Thanksgiving travels, help us spread the word about the KARE 11 Food Fight on your favorite social media.

Questions? Please call Second Harvest Heartland at 651-484-5117.

Thank you for supporting families in our community!