



MEDIA RELEASE

For Immediate Release

October 26, 2009

FOR MORE INFORMATION CONTACT:

Kelly Richard, Public Relations Coordinator, 417-865-3411, ext. 106

krichard@ozarksfoodharvest.org

McDonald's to offer 2nd annual Cans for Coffee promotion for The Food Bank

McDonald's of the Ozarks giving away free coffee for donations to Ozarks Food Harvest

SPRINGFIELD, Mo – McDonald's locations across the Ozarks will host the 2nd Annual *Cans for Coffee* promotion November 2 – 22; offering customers a free small McCafé® Mocha, Latte, Cappuccino, Hot Chocolate, Premium Roast Coffee, or Iced Coffee in exchange for a food donation to Ozarks Food Harvest.

Last year's *Cans for Coffee* collectively brought in more than 22,500 pounds of food to The Food Bank; providing more than 18,000 meals to hungry Ozarks families across a network of 29 southwest Missouri counties.

"We are very excited to once again partner with Ozarks Food Harvest to support our local communities," said Jay Herrin, president of the McDonald's franchisee association in the Ozarks. "In this season of Thanksgiving we developed our Cans for Coffee food drive to encourage our customers to join us in helping the needy in their communities."

To participate, customers can bring any non-perishable food donation to the front counter or drive-thru of any local McDonald's restaurant to receive a free, small Hot Chocolate or McCafé® coffee of their choice. A total of 61 local McDonald's are participating in this year's event. All food donations will be collected and distributed to The Food Bank's network of more than 350 hunger relief organizations across the Ozarks.

KOLR 10 & KSFY Ozarks FOX are the official media sponsors of *Cans for Coffee*. A complete listing of participating locations can be found at ozarksfoodharvest.org.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit www.mcdonalds.com or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants.

Ozarks Food Harvest is the only food bank in southwest Missouri and serves more than 350 hunger relief organizations, reaching more than 55,000 people each month in 29 Ozarks counties. OFH distributed seven million pounds of food during its last fiscal year—the highest distribution in The Food Bank's 25-year history—made possible due to its network of charities and direct-relief programs such as the Weekend Backpack Program™, Kids Cafe® and the Mobile Food Pantry™ program. Learn more at ozarksfoodharvest.org.

For more information regarding McDonald's *Cans for Coffee*, and Ozarks Food Harvest, contact Kelly Richard at (417) 865-3411.

###

Transform Hunger into Hope™ at ozarksfoodharvest.org

Ozarks Food Harvest | P.O. Box 5746 | 2810 N. Cedarbrook Ave. | Springfield, MO 65801-5746 | P (417) 865-3411 | F (417) 865-0504