



Media Advisory

EMBARGOED FOR RELEASE UNTIL
9:30 a.m., Dec. 20, 2011

Media Contacts:

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Smart Chicken to help feed local families in need

Nearly 7,000 pounds of chicken to be donated at Ozarks Food Harvest tomorrow

WHAT: Smart Chicken will donate 6,700 pounds of frozen Smart Chicken®

WHERE: Ozarks Food Harvest–The Food Bank, [2810 N. Cedarbrook Ave., Springfield, Mo. 65803](#)

WHEN: 9:30 a.m. on Tuesday, Dec. 20

Springfield, Mo.—Smart Chicken will donate nearly 7,000 pounds of frozen chicken to [Ozarks Food Harvest](#) at 9:30 a.m. tomorrow.

This is the ninth consecutive year Smart Chicken held the *Feed the Hungry* promotion, donating one pound of chicken to Ozarks Food Harvest for every ten pounds of products purchased at local grocers.

“Protein is such an important part of a healthy diet and unfortunately, protein-rich food items are donated the least,” Bart Brown, president and CEO at Ozarks Food Harvest, said. “That is why we are so grateful for our continued support from Smart Chicken. It truly gives our clients hope for a better year knowing they have something to feed their families.”

Last year, 6,500 pounds were donated, providing 5,000 meals for local families at pantries served by Ozarks Food Harvest. The Food Bank’s network of 300 nonprofit pantries and feeding sites across 28 Ozarks counties serve approximately 80,000 individuals each month.

Smart Chicken is produced by local growers from Missouri, Nebraska and Iowa. Smart Chicken birds are fed an all natural diet without antibiotics, hormones, steroids or artificial ingredients. Smart Chicken is dedicated to producing the safest, highest quality fresh chicken found anywhere while demonstrating care for the environment.

Ozarks Food Harvest is the Feeding America food bank for southwest Missouri, serving more than 300 hunger relief organizations across 28 Ozarks counties in addition to long-term relief sites in Joplin. The Food Bank reaches 20,000 individuals weekly and distributes one million pounds of food monthly. OFH was named the 2011 Small Business of the Year by the Springfield Area Chamber of Commerce. Learn more at [ozarksfoodharvest.org](#) and at [facebook.com/ozarksfoodharvest](#).

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Transform Hunger into Hope™ at [ozarksfoodharvest.org](#)

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