



Press Advisory

**For Immediate Release
December 18, 2007**

For More Information Contact:
Denise Gibson or Lindsey Neddenriep
(417) 865-3411

Chicken company to donate 7,000 pounds of food to Food Bank

WHAT: Smart Chicken delivery of 7,000 pounds of chicken to Ozarks Food Harvest
WHERE: Ozarks Food Harvest warehouse, 615 N. Glenstone, Springfield, MO
WHEN: Thursday, December 20, 2007, at 10:30 a.m.

SPRINGFIELD – MBA Brand Smart Chicken will donate 7,000 pounds of frozen chicken to Ozarks Food Harvest on Thursday, The Food Bank announced today.

The delivery will occur at 10:30 a.m. at the Ozarks Food Harvest warehouse, 615 N. Glenstone Ave. The donation is valued at nearly \$10,000.

This is the fifth year Smart Chicken conducted its *Feed the Hungry* promotion, which offers one pound of food to The Food Bank for every 10 pounds of product purchased at Ramey Price Cutter Stores, Food for Less, Harter House, Wood's Supermarket and Summer Fresh.

"This comes at an ideal time – near the conclusion of the holiday giving period and will help many people begin a better new year with protein on their tables," Denise Gibson, Director of Development and Communications said. "Protein is the single most needed food category for The Food Bank, but unfortunately large donations of protein items are extremely rare."

According to Ozarks Food Harvest, 150,000 people live in poverty in the Ozarks, and 50,000 are children.

The Food Bank distributes nearly five million pounds of food annually to its network of 323 hunger relief agencies across 29 Ozarks counties. It also offers direct relief through its Kids Cafe, Food for Thought, Club F.U.N. and Mobile Food Pantry programs.

MBA Brand Smart Chicken markets chicken products made in Missouri, Nebraska and Iowa.

For more information about Ozarks Food Harvest, call 865-3411 or Transform Hunger into Hope at ozarksfoodharvest.org. To learn more about Smart Chicken, visit smartchicken.com.

###

Transform Hunger into Hope™ at ozarksfoodharvest.org

Ozarks Food Harvest | 615 N. Glenstone | Springfield, MO 65802 | P 417-865-3411 | F 417-865-0504