



*****MEDIA ADVISORY*****

Tyson Foods, Inc. and McDonald's Give Hunger a Jolt

Ozarks Food Harvest to receive 32,000 pounds of protein from Tyson Foods in support of McDonald's Cans for Coffee food drive

- WHO:** Representatives from Tyson Foods, Inc., Ozarks Food Harvest and McDonald's.
- WHAT:** Tyson Foods is partnering with McDonald's during their *Cans for Coffee* campaign to donate 32,000 pounds of protein to Ozarks Food Harvest. This contribution will be made available to more than 300 local hunger relief charities.
- Interviews and photo opportunities with representatives from each organization will be available throughout the event.
- WHEN:** Tuesday, Nov. 16, 2010
2:00 p.m., press conference
- WHERE:** Ozarks Food Harvest
2810 N. Cedarbrook Ave.
Springfield, Mo.
- WHY:** The event is significant because:
- *Cans for Coffee* is a partnership between Ozarks Food Harvest and McDonald's of the Ozarks to collect food items for the food bank. When customers donate a non-perishable food item they will receive one free small McCafé® coffee or hot chocolate of their choice through Nov. 21.
 - Ozarks Food Harvest is the only food bank in southwest Missouri and serves 28 counties, distributing nearly nine million pounds of food annually.
 - For the past 10 years, Tyson has been actively engaged in hunger relief. Since 2000, the company has donated more than 77 million pounds of protein products to more than 950 hunger-relief agencies nationwide. To find out more about the Tyson Foods commitment to hunger relief, go to <http://www.tysonhungerrelief.com>
- CONTACT:** Ed Nicholson, Tyson Foods, Inc., 479-290-6111, ed.nicholson@tyson.com
Lindsey Neddenriep, Ozarks Food Harvest, 417-865-3411, lneddenriep@ozarksfoodharvest.org
Kimberley Harding, Mitchell Communications Group, 479-443-4673, kimberley.harding@mitchcommgroup.com
Nicole Roth, Moroch, 314-878-8311, nroth@moroch.com

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