



United Way of the Midlands Contact:
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Media Alert: April 17, 2023

Press Conference – Scouting for Food Drive Aims to Help Local Families

Who: United Way of the Midlands (UWM), Cub Scouts and Scouts BSA, Werner Enterprises, select area Target stores and Baker’s supermarkets are partnering this year for the annual "Scouting for Food" food drive to help support the work of Food Bank for the Heartland. Together, they are hosting a press conference tomorrow, Tuesday, April 18, to promote the drive.

What: The food drive has two elements: non-perishable food item collection at the homes of residents and food collection at area Target stores and Baker’s supermarkets.

Door sticker reminders were distributed to homes by the Scouts on Saturday, April 15. This Saturday, April 22, Scouts will return to these homes to collect food items left out for them.

On April 22, the Scouts will also be at the 72nd & Dodge, 120th & L, 168th & Maple and 180th & Center Target locations between 8 a.m. – Noon to collect food donations. Werner Enterprises will then help transport collected food to the Food Bank.

Why: Right now, the need in our community is greater than ever. With ongoing inflationary pressures and a more than 10 percent increase in grocery prices over the last 12 months (*Bureau of Labor Statistics*), many people are struggling to address their basic needs and feed their families. This event will bring significant quantities of food to the Food Bank to ensure more families in our community can continue to put food on their tables.

**When: Tuesday, April 18, 2023
1-1:30 p.m.**

Speakers include Chris Mehaffey, Scout Executive and CEO; Matt Wallen, UWM SVP of Community Impact & Analytics; Duncan Murphy, Food Bank for the Heartland Board of Directors member and Jackie Ruberti, HR Manager of Corporate Events and Community Outreach, Werner Enterprises. Local Scouts will also be in attendance and available for photos and interviews.

Where: Food Bank for the Heartland
10525 J St.
Omaha, NE 68127

Parking for the event is available in the visitor’s lot or in the lot directly south of the Food Bank for the Heartland facilities.

