



San Diego Food Bank/ MTS/ San Diego Chargers – Press Release

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Chargers/ MTS partner for “Stuff the Bus Food Drive” and Qualcomm Stadium game day food drive Nov. 15

San Diego, Calif – Nov. 6, 2009 – The San Diego Chargers and MTS are partnering this year to run a series of food drives starting Nov. 10 and ending with a game day food drive at the Chargers vs. Philadelphia game at Qualcomm Stadium Sunday, Nov. 15.

Starting Tuesday, Nov. 10 MTS will host “Stuff the Bus Food Drives” at a select Vons supermarket parking lots where the public will be invited to stuff an MTS bus full of food to feed hungry San Diegans over the holiday season.

The Chargers and MTS will officially launch the food drive at a press conference at Qualcomm Stadium on Nov. 10 at 10.30 a.m. with Chargers player Vincent Jackson, Supervisor Ron Roberts, Chargers COO Jim Steeg, MTS Chairman Harry Mathis and Food Bank Board Member Jerry Swain.

On Sunday, Nov. 15 the Chargers will host a game day food drive at Qualcomm Stadium with the Food Bank’s famous red collection barrels at every stadium entrance.

The Food Bank is appealing to the community to support the food drive since it is currently feeding record numbers of San Diegans. Food Bank officials say that this year’s food drive is of critical importance to meet demand for the Thanksgiving holidays.

“Stuff the Bus Food Drive” locations include:

- Tues., Nov. 10, 9:30 a.m. – 2:30 p.m. Vons 6555 Mission Gorge Road, 92120

(Tues., Nov. 10, 10.30 a.m. press launch, Qualcomm Stadium with Vincent Jackson & officials)

- Weds., Nov. 11, 9:30 a.m. – 2:30 p.m. Vons Balboa Avenue, 92111
- Thurs., Nov. 12, 9:30 a.m. – 2:30 p.m. Vons 3610 Adams Avenue, 92116

- Fri., Nov.13, 9:30 a.m. – 2:30 p.m. Vons 665 Saturn Street, 92154
- Sun. Nov. 15, 12 noon – 3 p.m. Qualcomm Stadium, Chargers vs. Philadelphia game

Metropolitan Transit System CEO Harry Mathis said, “MTS is pleased to unite with the Chargers to once again help the community with a food drive. Stuff the Bus has become an important tradition at MTS and we hope our combined efforts will help those in need.”

The San Diego Food Bank cites its distribution statistics at the start of the food drive campaign that show double and triple digit increases in demand from cities across the county.

The Food Bank’s figures compare the amount of food it distributed during the first two quarters of 2008 with the same period this year.

From January to June, the amount of food distributed to the needy doubled and tripled in key cities across the county. The number of meals distributed by the Food Bank in the City of San Diego alone increased from 1.6 million to 2.4 million.

SDFB distribution increases Q1-Q2 2008 vs. Q1-Q2 2009	
City	% Increase
El Cajon	32%
Fallbrook	100%
Imperial Beach	202%
La Mesa	31%
Lemon Grove	144%
National City	13%
Oceanside	12%
San Diego	39%
San Ysidro	29%
Spring Valley	80%
Vista	86%

Based on the number of people enrolled on Food Bank programs and reports from its nonprofit partners, the number of people served by the Food Bank every month has increased from 200,000 to 304,000 from 2008 to 2009, an increase of 52%.

Food Bank Board Member Jerry Swain said, “We are so grateful to MTS and the Chargers for supporting the Food Bank with these important food drives. Getting more food donated to the Food Bank will be critical this year with demand soaring. We are feeding more people than ever before, but it is due to the help of organizations like MTS and the Chargers that we are able to meet the increased need.”

EDITORS NOTES:

The press conference launching the MTS/ Chargers Food Drive will take place on Tuesday, Nov. 10 at 10.30 a.m. at Qualcomm Stadium in front of Ticket Office, Gate C.

10:15am: Press Conference Participants arrive – Qualcomm Stadium Gate C

10:30am: Press Conference Begins:

10:30: Jerry Swain, San Diego Food Bank Board Member

10:35: Supervisor Ron Roberts

10:40: Jim Steeg, COO, San Diego Chargers

10:45 Harry Mathis, Chairman, MTS

10:50: Vincent Jackson, Chargers player

10:55: Jerry Swain, SDFB, Closing remarks/ Q&A

10:55: Press Conference Concludes

Visuals:

- MTS Bus with Chargers/ MTS Food Drive signage
- San Diego Food Bank red food drive barrels full of “most needed” canned food items

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