



\*\*\*\*\*MEDIA ADVISORY\*\*\*\*\*

## Lift Up America, San Diego Chargers and Tyson Foods, Inc. Rally Around Goal to Bring Food to Hungry in San Diego

**WHO:** Representatives from Tyson Foods, Inc., Lift Up America, the San Diego Food Bank and the San Diego Chargers with 40 nonprofit hunger relief agencies and local families.

**WHAT:** Lift Up America, Tyson Foods, the San Diego Chargers, and the San Diego Food Bank will distribute 15 tons of protein to 40 local hunger relief charities. The San Diego Food Bank will also distribute food packages with fresh fruits, vegetables and assorted food items to families attending the distribution.

**WHEN:** Tuesday, Dec. 1, 2009  
10:30 a.m. Press conference  
10: 45 a.m. Food distribution

**WHERE:** Qualcomm Stadium  
9449 Friars Road  
San Diego, Calif.

**PHOTO OPS:** \_\_\_\_\_

- **San Diego Chargers players assisting nonprofits and local families**
- **20 volunteers from the Chief Petty Officers Association (in uniform) assisting families and nonprofits.**
- **Officials from Tyson Foods, Inc., Lift Up America, the San Diego Chargers and the San Diego Food Bank**

**WHY:** The event is significant because:

- Lift Up America and Tyson Foods have established a unique partnership with professional and college sports teams from around the United States to create awareness of the needs that exist within our country, and to encourage leaders from all walks of life to come together in creative, compassionate ways to address those needs.
- Of San Diego County’s 3.1 million residents, 480,000 people live at or near the federal poverty level, and 181,000 are children under 12.
- Last year, the San Diego Food Bank distributed 11.3 million pounds of food to non-profit community partners throughout San Diego County. Each month agency pantries distribute food equaling 8.75 mill meals to more than 300,000 people.
- For nine years, Tyson has strengthened its ongoing commitment to be a leader and supporter of hunger-relief initiatives. Since 2000, the company has donated more than 68 million pounds of protein products to more than 950 hunger-relief agencies

nationwide. Visit [www.tyson.com](http://www.tyson.com) <http://hungerrelief.tyson.com> for more information.

**CONTACT:** Gary Mickelson, Tyson Foods, Inc., 479-290-6111  
Meredith Adams, Mitchell Communications Group, 479-443-4673  
Chris Carter, San Diego Food Bank, 619-857-2314  
Kimberly Layton, San Diego Chargers, 858-874-4500  
Cindy Hestand, Lift Up America, 858-485-1493  
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