



***Food for People, Inc.***  
**The Food Bank for Humboldt County**  
**307 W. 14<sup>th</sup> St.**  
**Eureka, CA 95501**  
**(707)445-3166**  
**(707)445-5946 fax**  
**[www.foodforpeople.org](http://www.foodforpeople.org)**

## **Media Event**

**Date:** Saturday, November 21st, 2009

**Time:** 12:00, Noon

**Contact Persons:** Pat Comella, Food for People 445-3166 and Jacque Murphy, 498-6648

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## **Cowboy Canned Food Convoy**

Eureka-On Saturday, November 21st, the Redwood Unit of the Backcountry Horsemen of California in partnership with Food for People, the Food Bank for Humboldt County, will kickoff the 16th Annual Holiday Spirit Food and Fund Drive and Hunger Fighter Challenge in true Cowboy fashion. The Redwood Unit, accompanied this year by the Humboldt County Sheriff's Posse, will deliver non-perishable food donations via pack train, rain or shine, to Food for People's facility located at 307 W. 14<sup>th</sup> Street.

The Cowboy Canned Food Convoy will start their trek at noon in front of Quality Body Works at 949 W. Del Norte Street. The route the convoy will travel to Food for People will be W. Del Norte crossing Broadway at Wabash, then surface streets to Food for People.

Representatives from the Redwood Unit of the Backcountry Horsemen of California and Food for People will be available for interviews after the convoy reaches its destination.

Food for People coordinates the Holiday Spirit Food and Fund Drive on behalf of the network of 18 food pantries countywide, and all the food that is collected within a community will STAY within that community to help feed local residents in need. Food collection barrels are located in the towns of Orick, Trinidad, McKinleyville, Arcata, Willow Creek, Eureka, Fortuna, Ferndale, Scotia, Redway and Garberville.

The Hunger Fighter Challenge, an activity of the Holiday Spirit Food and Fund Drive, is a friendly competition between local teams to see who can collect the most food and funds to help feed our community. At the Kick-Off Event, the Redwood Unit of the BCHC will be the first team to weigh in for the Challenge.

Food for People staff will provide press packets at the event including: media release, relevant Drive information and information about the Redwood Unit of the BCHC.

