



MEDIA RELEASE

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GEICO Builds 5,500 CanStruction for the Hungry through the Mission Possible Food Drive Challenge



Today, the Buffalo City Mission is proud to announce that GEICO, one of the Corporate Sponsors of the Annual Mission Possible Food Drive Challenge built a towering CanStruction of their gecko mascot to support the Mission Possible Program. Not only is GEICO a \$10,000 supporter this year, they also joined the challenge to collect cans alongside participating schools. The Mission Possible Challenge is open for all area schools to raise canned goods for those in need. 2018 marks the second year the program has been running with great success. Last year schools raised over 24,000 canned goods for nearly 6,000 hungry people in Western New York through Mission Possible.

The CanStruction competition was created for the schools to have fun and incorporate STEM education (science, mathematics, and the integration of technology and engineering) into the Mission Possible Challenge. STEM education helps the student to use innovative problem-solving skills and real-world concepts to make meaningful connections between school, community, work, and the global enterprise and CanStruction is a perfect addition to the program.

“When we heard GEICO wanted to get involved with the challenge by building their own corporate CanStruction we were excited. We had no idea the result would look this amazing,” said Buffalo City Mission’s Associate Executive Director, Aubrey Calhoun.

“Food insecurity and homelessness are issues our associates are passionate about addressing; that is why GEICO’s partnership with the Buffalo City Mission has been such a success,” GEICO Regional Vice President Pionne Corbin said. “Our ‘Canstruction’ team raised funds to purchase 5,500 canned goods

and assembled our gecko-theme display. This shows how committed and dedicated our associates are to giving back to our community. We are pleased that our efforts will help feed more than 1,300 of our neighbors here in the Buffalo area.” The gecko structure is on display at the Getzville corporate office at 300 Crosspoint Pkwy, Getzville, NY 14068. Once the structure is dismantled, the canned food will fill the shelves of people across the area and feed the homeless a warm meal each day.

Founded in 1912, Buffalo City Mission is the area’s largest homeless organization, helping to feed people in need by serving 500 high-quality meals daily, stocking the food pantry, and assisting other community food programs. “For many Western New Yorkers, income hasn’t kept up with the rising cost of living, and many households lack the income needed to cover basic necessities like food, housing, transportation, and childcare. According to the US Census Bureau in 2017, more than 31% of people were living below the poverty line in Buffalo, and the Buffalo City Mission works to ensure that our neighbors in need have enough food. For 100 years, the City Mission has been an important partner in hunger relief throughout the area, and we are excited to once again have the resources to give back to those in need in this community,” said Calhoun.

Mission Possible is a catalyst for change. One business, one school, and one canned good prove that every act of kindness makes a difference to the hungry and impoverished. To accept your challenge to join Mission Possible, please call us at (716) 854-8181 ext. 407 today.

About the Buffalo City Mission

The Buffalo City Mission, founded in 1917, is a nonprofit organization that provides preventative, emergency and transitional programs to thousands of people who are homeless and impoverished. The Mission includes a Women and Children’s Shelter (Cornerstone Manor); the Men’s Community Center; and Dick Road thrift store to serve the Western New York community. For more information, please visit www.buffalocitymission.org or call (716) 854-8181.

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About GEICO

GEICO (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the second-largest private passenger auto insurance company in the United States. GEICO, which was founded in 1936, provides millions of auto insurance quotes to U.S. drivers annually. The company is pleased to serve more than 16 million private passenger customers, insuring more than 27 million vehicles (auto & cycle).

Using GEICO’s online service center, policyholders can purchase policies, make policy changes, report claims and print insurance ID cards. Policyholders can also connect to GEICO through GEICO Mobile, reach a representative over the phone or visit a GEICO local agent.

GEICO also provides insurance quotes on motorcycles, all-terrain vehicles (ATVs), boats, travel trailers and motorhomes (RVs). Coverage for life, homes, and apartments is written by non-affiliated insurance companies and is secured through the GEICO Insurance Agency, Inc. Commercial auto insurance and personal umbrella protection are also available.

For more information, go to www.geico.com.

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