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***Mission Possible Food Drive Challenge raises 32,220 canned goods  
for the poor and hungry in Western New York***



**Buffalo, NY** – Today, the Buffalo City Mission held a winner rally to celebrate the end of a successful second year of their Mission Possible Food Drive Challenge, 2017-2018.

Over twenty-two schools, youth organizations, and colleges from all over Western New York participated in the Mission Possible Food Drive Challenge. This reflects an increase of participation of 27%, showing momentum through increased involvement from schools and youth organizations from around the area, year-over-year. Together, they collected over **32,220 canned goods**—an increase of 74% from the year before, which helped to feed more than 8,000 hungry individuals with food.

“Homelessness and poverty doesn’t just affect individuals, it affects families,” said Aubrey Calhoun, Associate Executive Director of the Buffalo City Mission. According to the Homelessness Alliance of WNY, in 2016, 35% of all people experiencing homelessness in Western New York are families with children. “It is our responsibility to engage the younger generation to become socially responsible adults who care about social issues of poverty and homelessness. This program is designed to directly align with the core curriculum of the schools to uplift these needs, teaching students to become instruments of change in the Buffalo and surrounding area.”

The Buffalo City Mission thanks key corporate partners, Rich Products, Citi, GEICO, Windsong Radiology, and Clover Management Group for providing the winners of the program with a Day of Discovery at their corporation. The Day of Discovery highlights what the organization offers to students on a potential

career path, describing how the corporation is an active leader in the Western New York community, and compelling students to make good educational choices. Through these corporate sponsors, the Mission raised over \$55,000 to support its afterschool and summer camp programs at Cornerstone Manor, their women and children's homeless shelter. The Buffalo City Mission also thanks supporting sponsors, Insty Prints of Buffalo and National Grid.

### **Mission Possible Champion, 2017-2018**

Shown above, Saint Mary's Elementary School of Lancaster, New York, which was the school with the highest percentage of completion of their goal, won the **First Place Mission Possible Champion Award** as well as the Day of Discovery at one of our corporate sponsors.

### **Additional Winner**

West Buffalo Charter School received a \$1,000 check from corporate sponsors to use toward educational materials for creating the best **CANstruction Video Challenge Award**.

### **About the Buffalo City Mission**

The Buffalo City Mission, founded in 1917, and serving the Buffalo community for over 100 years, is a nonprofit organization that provides preventative, emergency and transitional programs to thousands of people who are homeless and impoverished. The Mission includes Cornerstone Manor (a women and children's shelter); Men's Community Center; and Dick Road thrift store to serve the Western New York community. For more information, please visit [www.buffalocitymission.org](http://www.buffalocitymission.org) or call (716) 854-8181.

Follow us on Facebook: <https://www.facebook.com/BuffaloCityMission>

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### **About Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. <http://www.citigroup.com/citi/>

### **About Rich Products**

For more than 70 years, Rich's has been a leader in the food industry, known for its high-quality products, exceptional customer service and overwhelming commitment to associates, customers, and communities. With more than 4,000 products sold across 112 countries, Rich's delicious innovations are found in countless restaurants, bakeries and kitchens around the world. More information can be found at [www.rich.com](http://www.rich.com).

### **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 15 million private passenger customers, insuring more than 24 million vehicles (auto & cycle). For more information, go to [www.geico.com](http://www.geico.com).

### **About Clover Group**

Clover Group, one of Western New York's largest developers and managers of independent senior living has filled a much needed void in the housing market across the United States. With over 2,500

apartments in their senior living portfolio, they have perfected the niche. Clover Group President, Michael Joseph stated: "We're proud we've been able to make such a difference in the Senior Community." Clover Group's portfolio includes local and out of state residential and senior apartments, commercial property, as well as management of condominium associations. Clover Construction Management performs ongoing construction for the growing portfolio. For more information on Clover Group please visit [www.clovergroupinc.com](http://www.clovergroupinc.com).

**About Windsong Radiology Group**

Windsong Radiology Group, PC is the largest free standing radiology facility in Western New York and one of the busiest in the nation. It is a full-service diagnostic imaging practice staffed by 18 Board Certified and Fellowship trained radiologists who deliver cutting edge service. It was the first center in the area to be recognized as a Breast Center of Excellence by the National Accreditation Program for Breast Centers and has the reputation of pursuing and acquiring the most advanced technology available. The Group works closely to ensure the least invasive and most medically appropriate procedures.

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