



Media Contact: Jon Tashjian | (716) 775-7930 | pr@19ideas.com

Buffalo City Mission’s “Mission: Possible Food Drive Challenge” Raises 33,000 Canned Goods for the Region’s Poor and Homeless

Annual competition culminated with rally celebrations at winning schools across Western New York



BUFFALO, NEW YORK (May 10, 2019) – Today, the Buffalo City Mission culminated a two-day, four-stop rally to celebrate the end of a successful third year of its [Mission: Possible Food Drive Challenge](#).

It was a milestone year for the competition, which collected 33,000 canned goods – an increase of nearly 9,000 cans from the previous year – which will help to feed more than 8,300 hungry individuals.

“The Mission: Possible Food Challenge is inspired by the positive, cross-generational impact that we can make in the lives of our community’s homeless,” said Aubrey Calhoun, Associate Executive Director for the Buffalo City Mission. “As we conclude the third year of this Challenge, we are inspired by the energy, creativity and passion of the schools and students who have dedicated their time to help others as part of their core curriculum. Our deepest gratitude and admiration to every individual involved.”



Twenty-two schools, youth organizations and colleges also engaged across the region. This year's top Mission: Possible winners included:

Champion: Clarence Middle School

- Raised more than 842% of their projected goal

Second Place: West Buffalo Charter School

- Raised more than 316% of their projected goal

Third Place: Creekside-Amherst Christian Academy

- Raised more than 268% of their projected goal

Fourth Place: Buffalo State College (NSSLHA Buffalo State)

- Raised more than 216% of their projected goal

The Buffalo City Mission thanks its key corporate partners, Citi, Clover Group, GEICO, Rich Products Corporation, and Windsong Radiology, for their steadfast support, dedication to, and belief in the power of this program. An additional thank you to supporting sponsor, National Grid. Together, these organizations have provided more than \$55,000, which helps fund the City Mission's after-school and summer camp programming for children impacted by poverty and homelessness.

We also thank Citi, GEICO and Windsong Radiology for hosting dedicated can drives that their internal staff facilitate support this year's Challenge.

"Citi applauds the hard work of all the students, teachers and schools who participated in the 2018-2019 Mission: Possible School Food Drive Challenge," said Robin L. Wolfgang, Communications Officer, Citi. "Our corporate mission is to enable growth and economic progress which this program does in spades by finding solutions for one of society's most daunting challenges. For the past three years, Citi has been a premier corporate sponsor of this amazingly creative program at the Buffalo City Mission because it not only ignites the passion of the next generation in supporting the fight against hunger but it also incorporates important business skills like problem solving, team work and marketing. We look forward to continuing our partnership with the Buffalo City Mission."

"We are extremely proud of every student and teacher who worked on the BCM Mission: Possible campaign or donated food to help out kids and families they will never meet," said Howard J. Rich, Vice President, Corporate Relations, Rich Products. "Bob, Mindy and all of our associates value the opportunity to help in this community-wide effort to provide nutritious food to the underserved communities in WNY. It is our



privilege to partner with the Buffalo City Mission to bring a meaningful and life changing impact to the neighbors in our community.”

To learn more about Mission: Possible and how your school can register for the next year’s challenge, contact Sue Cervi at (716) 854-8181, ext. 408.

About the Buffalo City Mission

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

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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 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.

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

About Rich Products Corporation

Rich's, also known as Rich Products Corporation, is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, appetizers and specialty toppings, our products are used in homes, restaurants and bakeries around the world. Beyond great food, our customers also gain insights to help them stay competitive, no matter their size. Our portfolio includes creative solutions geared at helping food industry professionals compete in foodservice, retail, in-store bakery, deli, and prepared foods, among others. Working in 100 locations globally, with annual sales exceeding \$3.7 billion, Rich's is a global leader with a focus on everything that family makes possible. Rich's®—Infinite Possibilities. One Family. Learn more at Richs.com or join the conversation on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

About Windsong Radiology

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 19 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 provides minimally invasive procedures in its interventional and vascular clinic. The practice 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.