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Buffalo City Mission Launches Fourth Annual Youth Incentive Program “Mission Possible Food Drive Challenge”

Educational program will work with schools, church youth groups, and other youth programs across Western New York to ignite support in the fight against hunger and homelessness...



BUFFALO, NEW YORK (September 24, 2019) – Today, the Buffalo City Mission kicked off the fourth year of its Mission Possible Youth Incentive Program, a community wide initiative that brings together area schools, church youth groups and other youth programs to engage students of all ages in an exciting, educational, and action-orientated food drive challenge.

The launch was made official as part of an opening ceremony event held this morning at Buffalo City Mission’s Women and Children’s Shelter - Cornerstone Manor in front of a live audience including students, faculty and organization leaders from Western New York, along with City Mission staff.

“The Mission Possible Food Drive Challenge demonstrates the creative potential and impact of our community’s younger generation,” said Aubrey Calhoun, Associate Executive Director of the Buffalo City Mission. “Each year, the inspiring participation of this region’s schools, church youth groups and other youth programs shows how



problem-solving skills and real-world concepts can make a meaningful difference for the poor and homeless. We look forward to seeing what this year's competition can accomplish."

In the Mission Possible program, student teams will come together to develop a vision and strategy of how to track, measure and accomplish goals, and earn character milestone "badges" that recognize the importance of being a visionary, having kindness, compassion, generosity, and also being a community changer. Last year's program engaged 23 schools, youth organizations and colleges to raise more than 33,000 canned goods, providing more than 8,300 individual meals for the homeless.

"Last year's winner of the 2018 Mission Possible Food Drive Challenge was Clarence Middle School, raising over 3,770 canned goods and exceeding their goal by 842 percent," said Calhoun. "With each new year, the Mission Possible competition gets better, engagement is higher and the results get stronger. There is no limit to what we can achieve through collaboration, character and creativity. Through this competition, we continue to achieve special results that help our community neighbors in our fight to alleviate hunger."

The competition will take place over one 10-week challenge period from October 1 to December 13, 2019. Features include, but are not limited to, a rolling [e-scorecard](#) to track team progress, creative activations with contributed canned goods, ongoing rallies, awards, and active involvement from the Challenge mascot, "Can Man," and program newcomer, "Dr. Hunger." The goal is to generate 24,000 canned goods before the end of 2019.

This year's Mission Possible challenge is sponsored by key community partners, Rich Products, Citi, GEICO, Wegmans Food Markets, Windsong Radiology Group, and Clover Management Group, with supporting sponsorship from National Grid. Together, these partners have provided more than \$65,000, which helps support the Mission's Afterschool and Summer Camp Programming for children who reside at the Mission, and the surrounding community.

"For the fourth straight year, Citi is proud to sponsor the Mission Possible Food Drive Challenge of the Buffalo City Mission, said Robin L. Wolfgang, Communications Officer, Citi. "Our partnership with the City Mission connects closely with Citi's own corporate mission to help address complex social and economic challenges around the world. Working with strong community organizations like the City Mission, we continue to drive new ideas and progress that strengthen communities and solve for unmet needs like hunger and homelessness."

"Wegmans is proud to be involved in a competition that delivers so much for so many of those in need in our community," said Michele Mehaffy, Consumer Affairs Manager at



Wegmans Food Markets. "Our company believes strongly that good people, working toward a common goal, can accomplish anything they set out to. We are excited to work with the City Mission, students and educators across our region to provide nutritious food to underserved communities across Western New York."

"GEICO applauds the Buffalo City Mission in their work with our region's younger generations, and is proud to once again sponsor this competition," said Mehreen Khan, Customer Service Supervisor at GEICO. "Working together, we will make a positive impact on the lives of the hungry and homeless in our community."

To learn more about Mission Possible and how to register your team, visit bcmpossible.org/register. Or call 854-8181 ext. 407.

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 \$4 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](https://www.facebook.com/richs), [Instagram](https://www.instagram.com/richs), [LinkedIn](https://www.linkedin.com/company/richs) and [Twitter](https://twitter.com/richs).

About Wegmans Food Markets

Wegmans Food Markets, Inc. is a 99-store supermarket chain with stores in New York, Pennsylvania, New Jersey, Virginia, Maryland, and Massachusetts. The family company, recognized as an industry leader and innovator, celebrated its 100th anniversary in 2016. Wegmans has been named one of the '100 Best Companies to Work For' by FORTUNE magazine for 22 consecutive years, ranking #3 in 2019. The company was also ranked #1 for corporate reputation among the 100 most visible companies, according to the 2019 Harris Poll Reputation Quotient® study.

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.