

Monroe County United Ministries
827 W. 14th Ct.
Bloomington, IN 47404
PHONE: 812-339-3429
FAX: 812-339-2912
www.mcum.org



Media Contact: Alison Pitt
Development Associate
812-339-3429 x 16
fundraising@mcum.org

For Immediate Release

Community Encouraged to Take the Feinstein Challenge

Bloomington, IN - February 27, 2013 - Every can counts. Every cereal box counts. Every dollar counts. For the tenth consecutive year, Monroe County United Ministries will participate in the Feinstein Challenge to alleviate hunger in the United States. During March and April, all food and financial donations contributed to Monroe County United Ministries will qualify for the 15th annual Feinstein Challenge, sponsored by the Feinstein Foundation. This foundation divides \$1 million proportionately among agencies addressing and alleviating hunger across the country according to the amount of food and financial donations they raise. The more donations MCUM receives, the more our community will benefit. In 15 years, the Feinstein Challenge has helped raise more than one and a quarter billion dollars for participating agencies, making it the most successful ongoing grassroots campaign fighting hunger. As MCUM plans to increase the food assistance offered to families to help them through a financial crisis—providing four days worth of groceries instead of three—generous donations are needed now more than ever. Help MCUM leverage more donations by giving during March and April. Gifts can be made at www.mcum.org or mailing a donation to our office at 827 W. 14th Ct. Bloomington, IN 47404. This is a great time to organize a food drive for your work, school, club, or organization to spread awareness of the challenge and maximize our community's benefit. Every contribution, large or small, will make a difference to our food-insecure neighbors.