



News Release

FOR IMMEDIATE RELEASE

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STEP UP TO THE PLATE

Help Harvesters, Price Chopper and the Kansas City Royals Hit One Out of the Park in Competition with the Greater Cleveland Foodbank and the Cleveland Indians

KANSAS CITY, Mo. – Harvesters—The Community Food Network, the Kansas City Royals and Price Chopper are teaming up to take on the Greater Cleveland Food Bank and the Cleveland Indians in a friendly competition in an effort to fight hunger in our communities August 18-28.

Every day, thousands of families in our region are burdened with tough choices like – Medicine or food? Lights or dinner? Rent or a meal? That's why we have to Step Up to the Plate, to fight hunger and help someone take an impossible choice off their plate. Royals Announcer Joel Goldberg is the Honorary Chairman for Step Up to the Plate this year.

"We're grateful to our partners, the Kansas City Royals and Price Chopper, for their support," says Valerie Nicholson-Watson. "Our hometown team has always supported Harvesters as we feed hungry people today and work to end hunger tomorrow," she added.

"As we battle the Indians on the field, the Royals are excited to build upon our fans' enthusiasm to take on the fight against hunger in our communities," said Ben Aken, Royals Vice-President of Community Relations. "We love coming beside great partners like Harvesters and Price Chopper, and look forward to providing a big win for those in need."

"Price Chopper is honored to join Harvesters and the Royals to Step Up to the Plate to fill our local Kansas City food banks through this drive," said Casie Broker, vice president of marketing, Price Chopper Enterprises. "We know our customers across the city will step up to help us feed our friends and neighbors who are in need."

Harvesters' goal is to raise \$10,000 and provide 30,000 meals in our community. There are five ways for the Kansas City community to Step Up to the Plate and take a swing at hunger in our city and the 26 counties Harvesters serves.

- **Donate Online:** Go to the Step Up to the Plate Virtual Food Drive at <http://stepuptotheplate.harvestersvfd.org/>. Help us provide for the one in seven or 14.4 percent of families, kids and seniors in our region who are facing food insecurity.
- **Form a Step up to the Plate Team:** Choose your team of friends, family, co-workers or neighbors and fight hunger together. Just email us at fooddrive@harvesters.org and we'll get your team page all set up.

- Purchase a special Step Up to the Plate Game Ticket: Watch the Royals take on the Cleveland Indians at Kauffman Stadium August 18, 19 or 20. For each ticket purchased through the link at www.royals.com/harvesters. Royals Charities will donate \$5 back to Harvesters.
- Participate in the Step Up to the Plate Food Drive on August 19: Join Price Chopper in bringing nonperishable food donations to The K when you come to see the Royals take on the Indians on August 19 at 6:15 p.m. Look for donation barrels outside the gates.
- Papa John's Pizza 40/10 Deal: From August 18 - 28 get 40 percent off your regularly priced online menu order, PLUS 10 percent of your purchase will be donated to Harvesters. Use online promo code: HARVESTERS when you order at www.papajohns.com.

Fans can learn more and help by going to <http://stepuptotheplate.today/> to see all the action and support your hometown teams.

Media Note:

If you would like to see additional shareable images and information about Step Up to the Plate, please visit: <http://stepuptotheplate.today/shareables/>

About Harvesters—The Community Food Network

Harvesters is a regional food bank and was Feeding America's 2011 Food Bank of the Year. Serving a 26-county area of northwestern Missouri and northeastern Kansas, Harvesters provides food and related household products to more than 620 not-for-profit agencies including emergency food pantries, community kitchens, shelters and others. Agencies in Harvesters' network provide food assistance to as many as 141,500 different people each month. Harvesters, which was founded in 1979, is a certified member of Feeding America, a nationwide network of more than 200 food banks, serving all 50 states. For more information, visit www.harvesters.org.

About Price Chopper

Price Chopper's 51 stores are locally owned by the Ball, Cosentino, McKeever, and Queen families, all of whom live in Kansas City and oversee store operations on a daily basis. For 38 years, the owners and employees of Price Chopper have been committed to providing the highest quality products and top-of-the-line customer service to the thousands of customers they serve every day.

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