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MEDIA ADVISORY
02/17/2009

LIVE UNITED: \$25 Grocery Challenge Kicks Off with a Brown Bag Lunch

Lowell, ARK – United Way of Northwest Arkansas and the Northwest Arkansas Food Bank are partnering on a two-week initiative from February 23 – March 6, to raise awareness around the issues of food insecurity facing low-income families. During the week of February 23-March 1, seventeen (17) community leaders have agreed to eat on \$25/person for a week and blog about their experiences on www.unitedwaynwa.org/blog. The following week, these participants will advocate for donations of food at their workplace, or to the community drop-off location, Simmons First Bank (any NWA location). Tyson Foods has agreed to match all donations pound-for-pound.

The participating community leaders will help the United Way of NWA and the NWA Food Bank kick-off the initiative with a Brown Bag Lunch.

What: LIVE UNITED: \$25 Grocery Challenge, Brown Bag Lunch Kick-off

When: Monday, February 23 from 11:30 a.m. – 12:30 p.m.

Where: United Way of Northwest Arkansas Office
117 Parkwood St., Ste 3
Lowell, AR 72745

Challenge Participants (not all participants may be present):

- Brooke Benoit, VP – Marketing/Communications, United Way of Northwest Arkansas
- Lela Davidson, Blogger, afterthebubbly.blogspot.com
- Alex Flippin, Reporter, KNWA
- Dr. Steve Gates, VP – Advancement, NWACC
- Lana Harris, Development & Special Events Coordinator, NWA Food Bank
- Ruthanne Hill, Executive Director, American Red Cross – NWA Chapter
- Lionel Jordan, Mayor, City of Fayetteville
- Krista Khone, VP – Special Projects & Leadership, Bentonville/Bella Vista Chamber
- Al “Papa Rap” Lopez, Host, *What’s Up! Que Pasa?*
- Tim Marrin, External Relations, Procter & Gamble
- Bob McCaslin, Mayor, City of Bentonville
- Ed Nicholson, Director – Community & Public Relations, Tyson Foods, Inc.
- Kathy O’Kelley, Police Chief, City of Springdale
- Karen Parker, Program Manager – Arkansas Giving, Walmart Foundation
- Dana Sargent, Anchor, Fox 24 News Edge
- Tim Summers, Executive Director, Decision Point & Arkansas State Representative
- Wanda Williams, VP – Human Resources, Arvest - Bentonville