

News Release

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FOR IMMEDIATE RELEASE



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MAYDAY! MAYDAY!

Second Harvest's 5th annual Mayday Radio-thon to benefit Food for Kids programs

MARYVILLE, Tenn. – Second Harvest Food Bank of East Tennessee to host 5th annual **MAYDAY** Radio-thon and open house on **Tuesday, May 1, 2018**. MAYDAY will start at 6 a.m., lasting until 7 p.m. at Second Harvest Food Bank of East Tennessee located at 136 Harvest Lane in Maryville, Tenn.

Second Harvest aims to raise **\$200,000** on MAYDAY for Food for Kids programs. With \$200,000, over 266,000 Food for Kids meals can be provided in 18 East Tennessee counties.

New this year: donations of \$20 or more given in person at the food bank will receive a FREE 2018 MAYDAY t-shirt!

Elaine Streno, Executive Director says, “Our Food for Kids programs feed thousands of the most vulnerable people Second Harvest serves—children. Each year MAYDAY helps our efforts for children to receive the nutritious food they need, and we cannot do it without you!”

Radio stations will help Second Harvest reach the \$200,000 goal. Radio stations include: **The Rock 90.3 WUTK, Classic Hits 93.1 WNOX, Duke 95.7, B97.5 WJXB, NewsTalk 98.7, Sports Radio 99.1 WNML, Q100.3, Star 102.1, Classic Rock 103.5 WIMZ, Hot 104.5, i105.3 WFIV and WIVK 107.7**

Ways to donate on MAYDAY:

1. Phone (865) 243-8227
2. Web www.secondharvestetn.org
3. Bring donation to Second Harvest Food Bank

Second Harvest invites and encourages the public to come by the facility to make an in-person donation and tour the warehouse. Lunch will be served from 11 a.m.-1 p.m.

WHAT: MAYDAY Radio-thon Fundraiser for feeding children programs

WHEN: Tuesday, May 1, 2018 from 6 a.m.-7 p.m.

WHERE: Second Harvest Food Bank of East Tennessee, 136 Harvest Lane, Maryville 37801

About Second Harvest Food Bank of East Tennessee

Second Harvest Food Bank of East Tennessee, a member of Feeding America, has worked to eliminate hunger since 1982. In FY17, the organization provided 16.2 million meals to the hungry across 18 counties of East Tennessee. With six major programs and more than 550 agency partners, Second Harvest Food Bank of East Tennessee distributes food to more than 118,000 children, adults and seniors each month.

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