

PRESS RELEASE



It is with great excitement that Flathead Food Bank announces a brand new event – The First Annual Rubber Duck Regatta! The event will be held on Sunday August 27th 2017, from 1:00 – 4:00 PM.

Imagine thousands of rubber ducks racing down Stillwater River, from the walking bridge north of Lawrence Park, to the Community Celebration at Lawrence Park!

For a small fee, our local community supporters “adopt” the ducks for a chance at winning valuable donated prizes! Each duck is linked to a unique number that’s stenciled onto a racing rubber duck.

We know that everyone will be flocking to adopt a duck, a chance to win an awesome prizes, all while supporting Flathead Food Bank’s fight against hunger in Northwest Montana.

At the starting line, rubber ducks are simultaneously emptied into the water. The winning ducks are the ones that float to the finish line first. There will be three races: one for children and families (Kids Quack’n Qwazy Duck Race), one for families and community members (Release the Quack’n Race) and one for the community and businesses (The Battle of the Mighty Ducks). Each race will have its own set of incredible prizes for the first 10 ducks to cross the finish line!

Ducks can be adopted at our “Duck Adoption Center” at Flathead Food Bank – 1203 Highway 2 West in Kalispell! Online at www.flatheadfoodbank.com. They can also be adopted at our “Mobile Adoption Center” that will be at local Kalispell grocery stores:

Friday June 30 and Saturday July 1 at **Albertsons** – 12:00 Noon to 6:00 PM
Friday July 7 and Saturday July 8 at **Super One Kalispell** – 12:00 Noon to 6:00 PM
Friday July 14 and Saturday July 15 at **Super One Evergreen** – 12:00 Noon to 6:00 PM
Friday July 28 and Saturday July 29 at **Smiths** – 12:00 Noon to 6:00 PM

At Thursday Fest in downtown Kalispell from 5-8pm in front of the Museum at Central School,
June 29th through August 24th

Our “Duck Adoption Center” will also be at the Northwest Montana Fair August 16 - 20!

Ducks will also be able to be adopted at Brett Kelly – Performance Real Estate, Kalispell Ford, Kalispell Toyota/Scion, Whitefish Ford and Second Helpings Thrift Store.

You do not have to be present at the community celebration to win. Winners will be contacted, and will be posted on Flathead Food Bank's Website by noon on Monday, August 28.

Duck Adoption:

Kids Quack'n Qwazy Duck Race ducks are \$5 each!

Adopt a duck for the Release the Quack'n Race!

- \$5 – “Quack'n Duck” = 1 adopted Duck!
- \$25 – “A Six Quack'n” = 6 adopted Ducks!
- \$50 – “Sack of Quack'n” = 12 adopted Ducks!
- \$100 – “Feathery Quack'n Flock” = 24 adopted Ducks!

Businesses can adopt a duck for The Battle of the Mighty Ducks for \$100 each!

While waiting for your duck to cross the finish line, join us at the Community Celebration for awesome:

- Food from Whitefish's only authentic Pit BBQ restaurant-Piggyback BBQ
- Other refreshments including: popcorn, snow cones and cotton candy
- Music by Billy Angel
- Children's Activity Centers with 3 bounce houses,
- Climbing Wall and Trampoline Jumper
- Face Painting
- Duck Joke, Duck Call, & Duck-Tape Creations Contests
- Giddy Up Golf
- Obstacle Course

Fabulous prize packages will be awarded through 10th place for each race (12th place for the community race) and each package includes several items. All prize packages include **one or more** of the following:

- Lodging at several local hotels
- Food and beverage gift certificates
- Great activities in and around the Flathead Valley such as golf, rafting, ski passes
- Jewelry, salon services, clothing, household items, games
- Many other valuable gifts and services

- Kids Quack'n Qwazy Duck Race
 - 1st Place Prize – Super Duper Weekend! 1 night stay at Spring Hill Suites. \$40 family bowling package at Picks Bowling Center – 1 hour bowling, 1 topping pizza and 1 pitcher of soda.

- Release the Quack'n Community/Family Race
 - 1st Place Prize – Weekend Escapes, Shop and Eat! 1 night's stay at Homewood Suites, 1 night stay at Red Lion Hotel. \$150 at Southside Consignments. \$25 Alley Connection. \$20 at the Farmhouse Restaurant.

- The Battle of the Mighty Ducks

- Grand Prize – Fly Away! Fly to a destination of your choice with two round trip tickets on Alaska Airlines! Shoot, we’ll even throw in a travel duffle bag! Ticket value up to \$1250 each! When you get home, enjoy your 6” X 6” framed painting by Ken Yarus – a scene of northwest Montana!

For a complete prize list visit our website: www.flatheadfoodbank.com

All proceeds from The Rubber Duck Regatta will go to support the hunger relief programs of Flathead Food Bank! Through our pantry in Kalispell, and our 6 mobile pantry sites in Coram, Martin City, Hungry Horse, Kila and Marion; our Senior Commodities Program, and our Children’s Backpack Program we touched a life through food 69,820 times in 2016 – 1,343 individuals each week.

Meet Our Sponsors: Whitefish Community Foundation (Donated us the ducks!), Flathead Electric Co-Op, Brett Kelly Group – Performance Real Estate, Kalispell Ford, Kalispell Toyota/Scion, Second Helping Thrift Store, Whitefish Ford/VW, Kalispell Parks & Recreation.

About Flathead Food Bank:

The mission of FFB is *to provide emergency food, basic clothing and household goods to members of our community in need of temporary assistance.*

Established in 1982, FFB has grown from a small non-profit working out of a few volunteer’s personal home pantries, to a pantry and warehouse space of over 14,000 square feet. At its inception a dozen people were served each week. In 2016, 8,279 individual customers were served a total of 45,485 times through our pantries. These customers represented 3,733 households and a distribution of 1,546,881 pounds of food. Each year of our operation more resources were secured, more people served and more food was distributed.

FFB is a non-profit corporation governed by a volunteer Board of Directors. Today, daily operations are carried out by a small staff of 9 people and 513+ impassioned volunteers who are daily committed to ensuring that no one, young or old, should ever go to bed hungry. Our volunteers served 17,000+ hours to make all facets of FFB hunger relief programs happen in 2016.

Our support/resources come from monetary and food donations from local individuals, businesses, churches, and grants through foundations. In addition, five days a week, our food recovery truck is on the road collecting food from local grocery stores, box stores, school commissaries, and restaurants. Food that would normally be destined for the landfill is collected, processed and distributed to our pantry customers.

About Hunger in Northwest Montana:

Our experience is that hunger is a result of a “perfect storm”. When one or more factors like poverty, lack of education, unemployment or underemployment, housing costs, and access to health care combine – hunger can become an unexpected outcome. Many individuals and families in our community are one crisis from needing the services of one or more of our hunger relief programs. Life’s challenges, crises happen often in Northwest Montana.

Our customers are making hard decisions. 51% of households had to pay for other necessities over food. 34% of households had to pay for fuel for transportation instead of food. 37% of

households had to pay for utilities instead of food. 31% of households had to pay for rent or mortgage instead of food. 53% delayed medical care because they were unable to afford it. This is the reality of the food insecure we serve.

When you look at the people Flathead Food Bank serves, 29.6% are children. 18.7% are seniors. 82% are households headed by females, 18% are households headed by males. 76% of our customers take home \$15,000 or less a year. 51% of our customers take home \$10,000 or less a year. These people have stories; often, we know nothing about. We serve them with respect and kindness. For one or more reasons, they are hungry.

We have learned that the gift of food can transform a life, a family, a community, perhaps the world we live in. In 2016 - 51.5% of our customers used our pantry 3 times or less. 68.1% of our customers used our pantry 6 times or less. Food has power, in that it provides individuals and families hope and the opportunity to make wise life changes that can transform their world. That's many of our customer's choice and experience.

Helder states: "When we hear the challenging stories of those we serve, we cry. When we hear the transformational success stories of those we serve, we smile. FFB will never stop advocating for the needs of those we serve. Our heart to feed the hungry is simply who we are, it is what we do. Our sustainability doesn't happen with one gift, it happens with thousands of gifts, big and small."

Final Thought Bites: "We once again covet your support in getting the word out about this event! We need to raise funds to feed the hungry people that come through our doors. We believe that access to nutritious food is a basic human right, hunger starves the human spirit, together we can solve hunger, communities thrive when people are nourished, food solves hunger today and community solves hunger tomorrow, a strong local Food Bank and effective community relationships are essential to ending hunger, there is an abundance of resources, people seek food assistance when they need it and give back when they can, and they do. That is our experience," states Helder.

If you have any questions, please do not hesitate to contact us!

Sincerely, . . . because no one should ever be hungry!

Lori Botkin
Executive Director

Bob Helder
Director of Development & Community Relations