“SHARE YOUR BOWL” PROMOTION TO SUPPORT LOCAL FOODBANK

On Monday, November 5, William & Mary Dining, in partnership with Kellogg’s, will launch “Share Your Bowl,” a promotion in support of the Foodbank of the Virginia Peninsula. The campaign will run through Friday, December 7, 2012.

“This promotion will allow us to leverage our everyday cereal consumption as a tool to positively impact the local fight against hunger,” said Faren Alston, Dining Marketing Manager. For every bowl of cereal that is consumed within the 30-day promotional period, Kellogg’s will donate an equivalent amount of cereal to the Foodbank of the Virginia Peninsula on behalf of The College of William & Mary. The goal has been set at 40 cases, which will provide approximately 6400 servings of cereal this holiday season. A formal presentation will be made in mid-December.

“Partnerships with William & Mary and Kellogg’s are examples of communities coming together to support their local Foodbank. Seeing college students getting involved by sharing a bowl of cereal, while helping a child who is hungry, is a true testament of their commitment to provide hunger relief,” said Donna Tighe, Volunteer Program & Event Manager for the Foodbank of the Virginia Peninsula.

During the lunchtime kick-off event, Tighe and representatives from Kellogg’s will be on-hand to further discuss the initiative and the overall needs of the Foodbank throughout the year.

The Foodbank of the Virginia Peninsula serves the cities of Hampton, Newport News, Poquoson and Williamsburg and the counties of Gloucester, James City, Mathews, Surry and York.

For more information on how to support this, and other initiatives, visit wm.edu/dining or nnfoodbank.org

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