



**United Way  
of the Midlands**

2201 Farnam Street, Suite 200  
Omaha, NE 68102-1251  
p: 402.342.8232 | f: 402.342.7402  
unitedwaymidlands.org

# UNITED STARTS WITH YOU

UNITED WAY OF THE MIDLANDS CONTACT:

Brayton Hagge (bhagge@uwmidlands.org)  
Office: 402.522.7963 | Mobile: 605.661.2137

Jill Samuelson (jsamuelson@uwmidland.org)  
Office: 402.522.7922 | Mobile: 402.319.8213

## MEDIA ALERT

### **PRESS CONFERENCE: Scouting for Food Drive to Help Local Families Keep Food on the Table**

**Who:** United Way of the Midlands (UWM), Cub Scouts and Scouts BSA, Werner Enterprises and area Target stores are partnering this year for the annual "Scouting for Food" food drive to help support the work of the Food Bank for the Heartland. Together, they are hosting a press conference today, Wednesday, April 14 to promote the drive.

**What:** The food drive has two elements: non-perishable food item collection at the homes of residents and food collection at area Target stores.

Door sticker reminders were distributed to homes by the Scouts on Saturday, April 10. This Saturday, April 17, Scouts will return to these homes to collect food items left out for them.

On April 17, the Scouts will also be at the 72<sup>nd</sup> & Dodge, 120<sup>th</sup> & L, 168<sup>th</sup> & Maple and 180<sup>th</sup> & Center Target locations between 8 a.m. – 12 p.m. to collect food donations. Werner Enterprises will help transport collected food to the Food Bank.

**Why:** Right now, the need in our community is greater than ever. COVID-19 has impacted the physical, mental and financial health of thousands, leaving many people struggling to feed their families. This event will bring significant quantities of food to the Food Bank to ensure more families can put food on their tables.

**When:** **Join us on Wednesday, April 14 at 1:30 p.m. for a “Scouting for Food” press conference at the Food Bank for the Heartland.** Speakers include Chris Mehaffey, Scout Executive and CEO; Matt Wallen, UWM SVP of Community Impact & Analytics; and Brian Barks, Food Bank for the Heartland President & CEO. AJ D., Payton J. and Keziah J. from Boy Scout Troop 26 will also be in attendance and available for photos and interviews.

**Where:** Food Bank for the Heartland  
10525 J St  
Omaha, NE 68127

*Parking is available in the visitors lot or in the lot directly west of the Food Bank for the Heartland’s facilities.*