



## **11th Annual MMBA Food Drive Promotes Community Value**

In an effort to help members Promote the Community Value of their Municipal Liquor Operation, MMBA, in partnership with Coors Light is coordinating the *Eleventh Annual Municipal Liquor Food Drive* **benefiting your local food shelf.**

**By member request, the 2018 date has been changed to April.**

As in previous years, there will be two competition brackets, based on 2016 annual sales:

\$1,000,000 and Above & Below \$1,000,000

The individual facility (not city) in each category with the highest weight donated will earn a \$1,000 donation to their local food shelf from Coors Light and MMBA.

In addition:

Through a random drawing, ten \$100 donations will be made to food shelves of participating facilities, other than the category winners. So, everyone has a chance to win!

Here are additional details:

- The food drive will run from April 1 – April 30, 2018.
- Each participating MMBA member will collect dry food, can goods & cash for donation to your local food shelf of choice. **Anything your food shelf will accept is eligible to be counted, including, but not limited to, field produce and canned / bottled water.**

### **NOTE:**

**Each \$1 in cash donations will be counted as 3 pounds of food.**

- At the end of the event (May 1), please take the collected food and cash to the food shelf to be weighed. (Contact the MMBA office if you need assistance locating your local food shelf.)

A week or so after the conclusion of the event, an MMBA director will call you for the weight total given by your food shelf. You can also send the MMBA office the information at: [kaspszak@visi.com](mailto:kaspszak@visi.com) or phone: 763.572.0222, 866.938.3925.

- One 7 foot banner, one 2 foot by 3 foot sign and two counter cash buckets will be created and provided by Coors Light. Additional signage can be obtained by contacting your Coors Light Distributor.
- Here are some successful ideas to promote the event:
  - ✓ Facility product discount for those donating food
  - ✓ Stapling a flyer to carry-out bags
  - ✓ Displaying the food in the front of the store to catch customer eyes
  - ✓ Reference or total focus in advertising mediums
  - ✓ Coors Light wholesaler could build a platform of Coors Light cases for the food to display on, or a wall of cases around an area where donations will be placed.
  - ✓ Local newspaper story
  - ✓ Collect contributions by participating in other community events

If you would like to participate in this event, contact the MMBA Office at:

Phone: 763-572-0222 or 866-938-3925

Email: [kaspszak@visi.com](mailto:kaspszak@visi.com)

Fax: 763-780-0424

**Thanks for your participation!!!!**

