



MEDIA ADVISORY

What: Reese's Senior Bowl media are invited to attend, capture photos, b-roll, interviews at the Reese's/Feeding Gulf Coast community event with players, kids from Big Brothers & Big Sisters and Reese's staff.

When: Friday, January 26th at 10am

Where: Feeding Gulf Coast Facility, 5248 Mobile S St, Theodore, AL 36582

Overview:

- Reese's brand and 2018 Reese's Senior Bowl players will host a community event to build upon The Hershey Company's ongoing partnership with Feeding America, the nation's largest domestic hunger relief charity with a network of 200-member food banks. Feeding America provides children and families with access to nutritious food and hope.
- Reese's Senior Bowl players will help share goodness in Mobile, Ala. by packing boxes of food for local families served by Feeding the Gulf Coast, a Feeding America affiliated food bank.

IMPORTANT NOTE TO MEDIA:

- Please include in ALL coverage leading up to Gameday that fans can bring three nonperishable food items to the official Tailgate Party ahead of the game on Saturday, January 27 for a Reese's t-shirt and special giveaway items*. Finally, the Reese's brand will donate an additional \$10,000 to Feeding the Gulf Coast during a check presentation during the game. *While supplies last

###

About Feeding the Gulf Coast:

Feeding the Gulf Coast, formerly Bay Area Food Bank, serves a 24-county area spanning south Alabama, south Mississippi and the Panhandle of Florida. In 2017, the food bank distributed over 19 million meals to over 400 church pantries, soup kitchens and other nonprofit organizations throughout its service area. The food bank also operates multiple nutrition programs, including Summer Feeding, Afterschool Meal, Backpack, Disaster Relief, Community Garden, Mobile Pantry, Produce Drop, Cooking Matters, and SNAP Outreach. Feeding the Gulf Coast is a United Way member agency and a member of Feeding America. For more information, visit www.feedingthegulfcoast.org.