

FOR IMMEDIATE RELEASE
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Muskegon, MI -- Cans From Fans™, the Muskegon-based food drive to collect non-perishable food items from fans attending community events, is gearing up for its second annual food drive at Summer Celebration 2011. The first Cans From Fans food drive collected over 10,000 pounds of food. This, in turn, helped our local food pantries during the toughest time of year – the summer months.

This year, Cans From Fans is hoping to make it easier for people to donate during Summer Celebration with easier drop sites and online donations. They're also in the process of securing company sponsorships that would include off-site donation bins.

Attendees of Summer Celebration activities are encouraged to bring non-perishable foods like canned meats and fish, canned soup, juice, pasta, canned fruits and vegetables, cereal, peanut butter, and rice to the Cans From Fans semi-trailer parked across from the main concert entrance from July 1 through July 4 and July 6 through July 9.

All food drive donations will be distributed to local food pantries. Distribution coordination will be executed by a collaboration of area churches. Expired, dented or damaged items, and those in glass containers will not be accepted.

"All this is not possible without a strong presence and dedicated supporters in the market. Hunger is a feeling that no one should ever have to experience," says Randy Crow, President of RC Productions and Cans From Fans founder. "But it's a fact – food pantries are in desperate need of help. Cans From Fans is committed to our local community and achieving record-setting goals in this second annual event."

"I was overwhelmed last summer by the generosity of the people of Muskegon and anticipate an even greater response this year," says Bethany Paterson of Ecclesia church and Cans From Fans Volunteer/Distribution Coordinator. "What a beautiful thing it is when we rise to the occasion and work together to meet the needs of our community!"

Cans From Fans is an ongoing effort to unify the community and combat local hunger. Visit us online to learn more at CansFromFans.com or find us on Facebook at facebook.com/CansFromFans.

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TOGETHER WE CAN FEED OUR COMMUNITY!

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