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**Live Fundraiser to Benefit American Red Cross, Community Food Share,
The Food Bank for Larimer County and Weld Food Bank**

Airing on Colorado Networks – 4-10:30 p.m., September 18

Denver, September 17, 2013 -- Once again, Coloradans are uniting to overcome a natural disaster of unprecedented proportions. On the heels of two consecutive summers filled with the most destructive wildfires in state history, Coloradans have been affected by wide-spread flooding that has forced the evacuation of tens of thousands and will require clean-up and recovery for weeks, months and potentially years to come.

Broadcast media across Colorado are joining forces for “Colorado Flood Relief,” a [live fundraiser](#) on Wednesday, September 18, to support American Red Cross Disaster Relief efforts in Colorado and Community Food Share, which will equally split donations between Community Food Share, serving Boulder and Broomfield Counties, The Food Bank for Larimer County, and Weld Food Bank.

Rocky Mountain PBS, Colorado Public Television, KUVU, KUNC, KGNU, KRCC, KAFM and KVNF will join commercial television stations 9NEWS, 7NEWS, KKTU, KKCO, KJCT, Azteca Colorado, CBS4, KDVR, KWGN, KDEN Telemundo and Entravision to promote a live fundraiser, Wednesday, September 18, from 4-10:30 p.m. The Colorado Broadcasters Association will also be promoting the fundraiser on radio stations across the state by encouraging listeners to call in to make a donation.

The toll-free number to call on September 18 from 4-10:30 p.m. will be 877-667-6727. Red Cross volunteers will be standing by at Rocky Mountain PBS’ studios to take your donations over the phone, and 100% of the proceeds will go directly to the Colorado chapters of the American Red Cross and to the three food banks through Community Food Share. Callers will have the option to choose whether to give to one or both organizations.

“We are grateful for the support of the community thus far, and we are turning to you to help ensure we have the resources to continue to meet our Colorado communities’ needs,” said Gino Greco, CEO of the American Red Cross of Colorado. “Together with our media partners on September 18, we hope to mobilize our community to give what they can to help us respond to the devastating flooding.”

Jim Baldwin, CEO for Community Food Share, noted, “The three food banks, which serve Boulder and Broomfield Counties, Larimer County, and Weld County, are using our existing networks of over 230 agencies combined to distribute food now and as needed down the road. With the generous support of our media partners and the entire community, we will strive to have sufficient resources to help our neighbors impacted by the unprecedented wide-spread flooding.”

Learn more about the relief efforts and how you can help at ColoradoRedCross.org or communityfoodshare.org

If donations to the Red Cross exceed expenses related to the Colorado floods, those donations will support Red Cross efforts to respond to other disasters in Colorado as well as to help prepare affected local communities to be more resilient in the face of future disasters.

In partnership with the American Red Cross, TeleTech is joining the flood fundraising relief effort on September 18. TeleTech, a leader in customer engagement solutions, will set up a temporary contact center at their Corporate Headquarters to help raise funds for the community. TeleTech will provide the technology and more than 200 employee volunteers. TeleTech’s involvement supplements the effort and contributions being made by Rocky Mountain PBS as host.

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About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

About Community Food Share:

Community Food Share, a Feeding America food bank, exists to ensure that no one in Boulder and Broomfield Counties goes hungry. Now in its 32nd year of service, Community Food Share procures food from local, regional, and national sources, and distributes food through a network of over 50 Member Agencies and two Direct Distribution programs targeting specific at-risk populations. Over 7.5 million pounds of food are distributed annually. One out of every six people lives at or below 130% of the federal poverty line (\$30,615, or less, per year for a family of four) in Boulder and Broomfield Counties. There are over 60,000 people in Boulder and Broomfield Counties living at this poverty level (more than enough to fill Folsom Field) and 13,000 children are enrolled in the School Free Lunch program in the Boulder Valley and St. Vrain Valley school districts. To learn more about Community Food Share, please visit www.communityfoodshare.org.

About Food Bank for Larimer County:

The Food Bank for Larimer County provides approximately 7.8 million pounds of donated food and other products to the community each year through three programs: Food Share, Kids Cafe and Food Link. Food Share is a food pantry with locations in Fort Collins and Loveland that provides free surplus and government food to income qualifying individuals up to two times per week. Nearly 30,000 Larimer County residents received assistance through Food Share in

2012. Kids Cafe® provides free, nutritious meals to low income children after school and during the summer. More than 74,000 meals were provided to at-risk children last year. Food Link provides food to over 80 other non-profit organizations for use in their programs for low income individuals. These organizations include food pantries, soup kitchens, after school programs and domestic violence shelters among others. For more information please visit www.foodbanklarimer.org.

About Weld Food Bank:

Weld Food Bank is a member of Feeding America and was founded in 1982. Weld Food Bank's mission is to lead and engage our community in the fight against hunger. We distributed 9.1 million pounds of food last fiscal year through our 101 nonprofit partner agencies and through six direct service programs which include Kids Cafe, the Backpack Program, Summer Feeding, Commodity Supplemental Food Program, Mobile Food Pantry and Emergency Food Boxes. On average we serve over 10,000 Weld County residents each month. For more info please visit www.weldfoodbank.org.



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