



HUNGER TASK FORCE

Media Alert

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TODAY!!! PACKERS RUNNING BACK NOAH HERRON, SARGENTO BOARD MEMBER LEE GENTINE TO PRESENT CHEESE GIFT, PLAYOFF PLEDGE TO HUNGER TASK FORCE VOLUNTEERS—10 A.M. TUESDAY, DEC. 18

What: Sixty Packers fans and local anti-hunger volunteers, decked out in Packers jerseys and sweatshirts, will cram into the Hunger Task Force warehouse to accept a gift of two-year-aged Sargento cheese from Packers running back and Milwaukee native Noah Herron at a special holiday event **10 a.m. TODAY, Tuesday, Dec. 18 at Hunger Task Force**. Additionally, Lee Gentine, Sargento board of directors and former president, will announce an increase to Sargento's Touchdowns for Charity pledge to donate money to Hunger Task Force for the Packers' continued excellence.

Through their Touchdowns for Charity program, Sargento will donate at least \$65,000 to Hunger Task Force in honor of the Packers' success this year. Sargento had pledged \$1,000 for every Packers offensive touchdown, \$2,000 for every defensive touchdown, \$1,000 for every win, \$5,000 for making the playoffs and \$5,000 for winning the division. Gentine will announce Sargento's increased pledge of \$5,000 to Hunger Task Force if the Packers make the Super Bowl and \$10,000 if the Packers win the Super Bowl. If the Packers keep winning, **Hunger Task Force stands to reap upwards of \$75,000 from Sargento to fight poverty in southeastern Wisconsin!**

Since 2003, Sargento has donated \$217,000 and 17,165 pounds of food to Hunger Task Force. In 2003 they chose Hunger Task Force for Touchdowns for Charity to help fight hunger in Milwaukee and to thank Milwaukee-area Packers fans who drive to Green Bay for every home game. Sargento is the official cheese of Lambeau Field.

When: **10 a.m. TODAY, Tuesday, Dec. 18**

Where: Hunger Task Force—201 S. Hawley Court

Who: Packers running back Noah Herron; Sherrie Tussler, Hunger Task Force executive director; Lee Gentine, Sargento board of directors; 60 local anti-hunger volunteers in Hunger Task Force's network.

Visuals: A packed warehouse full of volunteers and fans decked out in their Packers clothing. A four-foot-high pyramid of gift cheese from Sargento to Hunger Task Force volunteers. Sargento's 30-foot-long, bright yellow "cheese" truck parked by Hunger Task Force's loading dock. Packer Noah Herron handing cheese to anti-hunger volunteers. Lee Gentine presenting Tussler with a check for Touchdowns for Charity.