



FOR IMMEDIATE RELEASE

*It's art, it's a meal for the hungry, and it's returning to Roanoke  
five weeks from today!*

*2<sup>nd</sup> Annual*

## **Canstruction Southwest Virginia** **Taubman Museum of Art November 7-22, 2014**

A *can do* event raising hunger awareness and collecting food  
through a colossal canned food sculpture competition

**ROANOKE, VA (October 3, 2014)** – Canstruction, a creative and competitive event featuring massive sculptures built entirely from cans of food, returns to southwest Virginia for the second year with an exhibition at Roanoke's Taubman Museum of Art. This year's exhibit is extended from one to two weeks, with canned food sculptures—called *can*sculptures—on display from Friday, November 7 through Saturday, November 22.

Opening Night festivities begin at 5:30 p.m. on Friday, November 7, with winning *can*sculptures revealed during an awards ceremony scheduled for 6:00 p.m. All day Friday, the public is encouraged to vote for their favorite *can*sculpture by bringing \$1 or one can, per vote, to the Taubman Museum. The "People's Choice" winner will be announced at 7:00 p.m.

Nine teams from across the region—including architecture, engineering, and construction firms, along with high schools and colleges—are committing their time and talents to design and build *can*sculptures this year. Returning competitors include AECOM, Hollins University, Roanoke County Public Schools, SFCS, and Spectrum Design, and participating for the first time are Community Housing Partnership, Roanoke City Public Schools, Roanoke College, and Virginia Tech.

More than 100 Canstruction competitions were held around the world in 2013, making it one of the largest internationally conducted food drives of its kind. Construction rules specify that the maximum size of a *can*sculpture is 10'W x 10'L x 8'H, cans must be structurally self-supporting, and teams may not use glue to alter cans or deface labels. Teams compete to win in categories including Best Use of Labels, Best Meal, Structural Ingenuity, Jurors' Favorite, and Honorable Mention.

Canstruction SWVA is pleased to welcome this year's jury: John Carlin, WSLs-10 news anchor; Stephen DeMarco, executive chef at the Hotel Roanoke; Scott (Toobz) Noel, local visual artist and muralist; Anita Price, Roanoke City Councilwoman and retired educator; and Monica Rokicki, principal/owner of Better Building Works.

New this year, collection bins will be placed inside the Taubman Museum throughout the *entire* Canstruction SWVA exhibit to accept donations of even more cans of food from the public. When the exhibit closes, *can*sculptures are dismantled and all cans go directly to the Feeding America Southwest Virginia food bank for distribution to people throughout our region confronting hunger—just in time for the Thanksgiving season.

The nine teams participating in last year's Canstruction SWVA competition combined to use more than 27,181 pounds of food that were then donated to the food bank, making it Feeding America SWVA's second largest food drive of 2013, behind only the annual Letter Carriers Drive.

"The passionate energy that fuels a community wide project like Canstruction SWVA gives people an opportunity to get involved with our mission, while shining a light on the food insecurity struggles faced by so many families across this region," notes Feeding America SWVA President and CEO Pamela Irvine. "This year's Canstruction SWVA event, held right before Thanksgiving, is a wonderful reminder to be thankful and to share with those less fortunate, and it provides much needed resources to fulfill our seasonal spike in food needs."

Another addition to Canstruction SWVA in 2014 is Platinum Sponsor Ardagh Group, a global leader of metal and glass packaging. Ardagh Group is celebrating the November 3<sup>rd</sup> opening of their metal can manufacturing facility in Roanoke County—the largest manufacturing investment in the county's history—which will make more than 4.5 million cans a day.

"As newcomers to southwest Virginia and as one of the largest food can producers in the world, Ardagh Group is privileged to partner with Canstruction SWVA, Feeding America SWVA, and the Taubman Museum of Art to support the arts in a creative, fun event that will ultimately feed many people in the local community as well as heighten awareness of the serious, often ignored, issue of hunger in America," says James Willich, CEO, Metal-Americas.

In addition to the generous support of Ardagh Group, Canstruction SWVA's Presenting (Gold) Sponsors are Kroger, the City of Roanoke, the Taubman Museum of Art, and Gilliam Katz Architecture + Design. Event (Bronze) Sponsors are HomeTown Bank and F. Geoffrey Ltd.

Each participating team raises funds to purchase their cans of food, which Kroger provides at a reduced cost. Two Student Team (Silver) Sponsors are fully covering the canned food costs for the school systems competing this year: Kroger is sponsoring the students representing Roanoke City Public Schools, and the Blue Ridge Chapter of the American Institute of Architects is sponsoring the students from Roanoke County Public Schools.

### **Volunteers Needed:**

Canstruction SWVA is seeking volunteers to serve as gallery attendants all day on Friday, November 7 and all day on Saturday, November 8, 15, and 22, plus the evenings of Thursday, November 13 and 20. To learn more about volunteer opportunities, contact Robert Rogers at [rrogers@faswva.org](mailto:rrogers@faswva.org) or 540.342.3011, Extension 7016, or sign up online at: <https://www.eventbrite.com/e/2014-canstruction-southwest-virginia-tickets-12227072503>.

### **Media Inquiries:**

For more news and information about Canstruction SWVA, visit our new website: [www.canstructionswva.com](http://www.canstructionswva.com) and our social media presence: like us on Facebook ([www.facebook.com/CanstructionSouthwestVirginia](http://www.facebook.com/CanstructionSouthwestVirginia)) and follow us on Twitter (<https://twitter.com/CansSWVA>).

For interview requests and other media inquiries, contact Vickie McCormick at [vickie.mccormick@aecom.com](mailto:vickie.mccormick@aecom.com) or 540.354.4526.

**Winning Cansculptures from the 2013 Canstruction SWVA Competition:**

Download these and more high resolution photos of cansculptures that were built for last year's event, along with a time lapse video of the cansculpture build, on the **News & Information** page at [www.canstructionswva.com](http://www.canstructionswva.com).

**AECOM: DESIGN CAN**

*Winner of Two Awards: Jurors' Favorite and Structural Ingenuity*



**Roanoke County Public Schools  
Burton Center for Visual Arts & Museum Studies:**  
Feeding Magritte  
*Best Use of Labels Winner*

**SFCS: The A'maize'ing  
Roanoke Star**  
*People's Choice Winner*

**Spectrum Design:**  
Lighthouse  
*Best Meal Winner*



**Member One:**  
Rubik's Uncubed  
*Honorable Mention*

**2014 Canstruction SWVA Sponsors:**

Many thanks to the generous sponsors whose contributions and support have made the second annual Canstruction SWVA event possible.

*Platinum Sponsor*



ArdaghGroup

*Gold Presenting Sponsors*



TAUBMAN  
MUSEUM OF ART



*Silver Student Team Sponsors*



Roanoke City  
Public Schools



Roanoke County  
Public Schools

*Bronze Event Sponsors*

