



Press Release

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2nd Annual Canstruction Southwest Virginia Closes With a Record Collection of Canned Food

Salem, Va. (November 26, 2014) – Feeding America Southwest Virginia is pleased to announce that the second annual Canstruction Southwest Virginia event collected 32,816 pounds of non-perishable food – a record number for this event – making it FASWVA’s second largest food drive of 2014, exceeded only by the annual Letter Carriers’ Drive. Last year’s inaugural Canstruction SWVA competition collected 27,181 pounds of food.

Canstruction is a “can do” event that raises hunger awareness and collects food through canned food sculpture competitions held around the world. The nine local teams participating in southwest Virginia’s competition, which took place at Roanoke’s Taubman Museum of Art from November 7 through 22, used more than 35,000 cans to build this year’s cansculptures. Additional donations of food from the public during the two week exhibit added approximately 4,100 cans, bringing the total number of cans collected for FASWVA to over 39,100.

“The result of this year’s Canstruction SWVA event is as amazing as the structures that each team built,” said Pamela Irvine, President and CEO of Feeding America Southwest Virginia. “The incredible amount of food that Canstruction is providing to the area’s hungry will most certainly help during the holiday season. Having the event just before Thanksgiving serves as a reminder to everyone to be thankful and to share with those who are struggling to provide food for themselves and their families.”

Canstruction SWVA was sponsored by Ardagh Group, Kroger, the Taubman Museum of Art, the City of Roanoke, Gilliam Katz Architecture + Design, the Blue Ridge Chapter of the American Institute of Architects, Hometown Bank and F. Geoffrey Ltd.

About Feeding America Southwest Virginia

Feeding America Southwest Virginia was founded in 1981 and proudly commemorates 33 years of fighting hunger and changing lives through community partnerships. The Food Bank is an affiliate member of Feeding America. For the last three decades the Food Bank's ultimate mission has remained the same: eliminate hunger in the region. The primary function of the Food Bank is to secure large quantities of food for the hungry. More than \$31 million worth of food and grocery related products are channeled through a network of nearly 400 partner feeding programs (in a 26-county region) that provide food or meals to those in need. Visit www.faswva.org for more information or like us on Facebook, Feeding America SWVA.

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