



FOR IMMEDIATE RELEASE

*It's art, it's a meal for the hungry, and it's returning to Roanoke
in just one week!*

2nd 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 30, 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 **cansculptures**—on display from Friday, November 7 through Saturday, November 22.

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

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, **cansculptures** are dismantled and all cans collected and used to create **cansculptures** go directly to the Feeding America Southwest Virginia food bank for distribution to people confronting hunger who live throughout our region—just in time for the Thanksgiving season.

Last year's inaugural Canstruction SWVA event raised nearly 27,000 cans, totaling more than 27,181 pounds of food, making it Feeding America's **second largest food drive** behind only their annual Letter Carriers Drive. Based on the **cansculpture** designs submitted by our competing teams, this year Canstruction SWVA will contribute more than 35,000 cans (after the **cansculptures** are dismantled, the cans will be weighed to determine the total *pounds* figure) **plus** the donations of canned food dropped off at the Taubman by visitors to the exhibit.

"We are delighted to bring Canstruction back to southwest Virginia," says Lora Katz with Gilliam Katz Architecture + Design and chair of the event. "We're excited to build upon last year's success by raising even more awareness and contributions, while astounding people once again with the amazingly imaginative sculptures our teams create merely from cans of food."

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

More than 100 global Canstruction competitions were held in 2013, making it one of the world's largest food drives. Construction rules specify that the maximum size of a cansculpture 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.

Winning cansculptures will be determined by this year's jury: John Carlin, WSLS-10 news anchor; Stephen DeMarco, executive chef at the Hotel Roanoke; Amy Herzel, visual artist and Volunteer for Communities Coordinator for the Southeast Rural Communities Assistance Project; Anita Price, Roanoke City Councilwoman and retired educator; and Monica Rokicki, principal/owner of Better Building Works.

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.

Another new addition to the 2014 Canstruction SWVA event is Platinum Sponsor Ardagh Group, a global leader of metal and glass packaging. Ardagh Group is celebrating the November 3rd 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.

"We are so grateful for the contributions of our sponsors and of the teams participating in this event. 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."

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 Carissa South at csouth@faswva.org or 540.342.3011, Extension 7007, 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 and our social media presence: like us on Facebook (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 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.

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



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Silver Student Team Sponsors



Roanoke City
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Roanoke County
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Bronze Event Sponsors

