



FOR IMMEDIATE RELEASE

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

*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 (August 2014)** – Canstruction, a creative and competitive event featuring massive sculptures built entirely from cans of food, is returning 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. Winning *can*sculptures are revealed during opening night festivities, beginning at 5:30 p.m. on November 7.

New this year, collection bins will be placed inside the Taubman Museum throughout the entire Canstruction SWVA exhibit to accept donations of additional 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 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 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."

This year, 9 teams from across the region—including architecture, engineering, and construction firms, along with high schools and colleges—are again committing their time and talents to design and build cansculptures. Returning participants include AECOM, Hollins University, Roanoke County Public Schools, SFCS, and Spectrum Design, and new to this year's competition are Community Housing Partnership, Roanoke City Public Schools, Roanoke College, and Virginia Tech.

Each team is required to raise 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.

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. A local jury will determine winners in several categories, including Best Use of Labels, Best Meal, Structural Ingenuity, Jurors' Favorite, and Honorable Mention. The People's Choice winner is determined by a public vote during opening night festivities.

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.

### **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.

### **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](https://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:**

High resolution photos of all of last year's cansculptures, along with a time lapse video of the cansculpture build, are available to download from the **News & Information** page of [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*



*Silver Student Team Sponsors*



Roanoke City  
Public Schools



Roanoke County  
Public Schools

*Bronze Event Sponsors*

