



Press Release

FOR IMMEDIATE RELEASE
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Attorney General Ken Cuccinelli

Kicks-Off Statewide Competition to Feed Hungry Virginians

Norfolk, VA- The 22nd Annual Norfolk and Portsmouth Bar Association and 7th Annual Statewide Legal Food Frenzy kicks-off with a motivational luncheon on Friday, March 15, 2013 at the Foodbank of Southeastern Virginia. The Foodbank will host legal professionals gearing up to compete in a two week challenge to raise food and funds for the seven regional food banks and the Federation of Virginia Food Banks. Attorney General Ken Cuccinelli will give a special address to those in attendance.

“We are more aware than ever before of the important role the Foodbank plays to our partner agencies and those struggling to put food on the table,” says Joanne E. Batson, CEO of the Foodbank, “We need our community leaders, like those participating in this wonderful event, to join with us in the mission to eliminate hunger.”

Leslie Van Horn, Executive Director of the Federation of Virginia Food Banks looks forward to Legal Food Frenzy each year. “We are very grateful to have Attorney General Cuccinelli join us again to launch what is sure to be another successful year for Legal Food Frenzy,” says Van Horn.

The 2013 competition will run from April 1-12, as participants use their creativity to raise both food and funds through a variety of activities from tricycle races, to casino nights, to simply asking clients and others they know for contributions. Locally in 2012, legal professionals from 43 competing firms and individual practices collectively raised the equivalent of 320,511 meals for those struggling with hunger in Southeastern Virginia and the Eastern Shore.

Awards will be given out in several categories both locally and statewide to the firms who generate the most donations. Attorney General Cuccinelli will bestow the coveted Attorney General’s Cup to the overall winner at special presentation at the Governor’s mansion this June.

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About the Foodbank of Southeastern Virginia

The Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America® and the Federation of Virginia Food Banks, has been providing food for those facing hunger since 1981. To date, we have distributed over 200 million meals throughout our service area, which includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin, and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight, and Accomack.

For up-to-date information on the Foodbank, you can find us online at www.foodbankonline.org; Like us on Facebook at <http://www.facebook.com/SEVAFoodbank>; or follow us on Twitter at <http://twitter.com/FoodbankSEVA>.

About the Federation of Virginia Food Banks

The Federation of Virginia Food Banks is a 501(c)(3) nonprofit state association of food banks affiliated with Feeding America and is the largest hunger-relief network in the state, serving over 1,012,500 Virginians last year. Composed of the seven regional Virginia/Washington DC food banks, the Federation supports the food banks in providing food, funding, education, advocacy and awareness services and programs throughout the Commonwealth.

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