



hoosiershelpinghoosiers.org



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FOR IMMEDIATE RELEASE

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INDIANAPOLIS COLTS, WISH-TV AND MY-INDY TV ANNOUNCE HOOSIERS HELPING HOOSIERS FOOD DRIVE INITIATIVE

WISH-TV, MyINDY-TV and the Indianapolis Colts are partnering for a Hoosiers Helping Hoosiers Food Drive, presented by Meijer and Martin University to benefit Gleaners Food Bank and Indiana's hungry. Through this food drive, the partner organizations hope to distribute food to a minimum of 1,000 Hoosier families in need this Thanksgiving.

To accomplish this goal, WISH-TV, MyINDY-TV and the Indianapolis Colts will be collecting non-perishable food items now through November 6 at the following locations:

- Martin University
2171 North Avondale Place
Indianapolis, IN 46218-3878.
- WISH-TV
1950 North Meridian Street
Indianapolis, IN 46202

Items most needed include:

- Instant potatoes
- Assorted Jello
- Stuffing mix
- Assorted pudding
- Canned corn
- Corn muffin mix
- Green beans
- Scalloped potatoes
- Mac & cheese
- Canned yams
- Canned peaches and pears
- Can instant coffee
- Cans of mushroom soup
- Can hot chocolate mix
- Vegetable beef soup
- Bottle apple juice



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Monetary donations to the Hoosiers Helping Hoosiers food drive will also be accepted. Checks should be made out to Martin University and sent to the Indianapolis Colts at 7001 West 56th Street, Indianapolis, IN 46254. Envelopes should be noted: Hoosiers Helping Hoosiers. WISH-TV MyINDY-TV, the Indianapolis Colts, Meijer and Martin University believe that together as Hoosiers we can make a difference this holiday season.

The Indianapolis Colts and WISH-TV started the Hoosiers Helping Hoosiers campaign, in March 2009, to help strengthen our community and empower Hoosiers to create change by engaging in random acts of kindness across the State of Indiana. Both organizations wanted to build on the foundation that Hoosier hospitality is inherent in all of us. Hoosier hospitality is caring on a personal level, it's performing random acts of kindness, it's giving a ride to a friend, helping a sick neighbor or simply buying a stranger a cup of coffee.

For more information on the Hoosiers Helping Hoosiers food drive initiative, please log onto www.hoosiershelpinghoosiers.org. Media may contact Indianapolis Colts representative, Chuck O'Hara, Colts Director of Marketing, at (317) 808-5247 or Scott Hainey, WISH-TV Director of Creative Services at (317) 956-8530.

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