



For Immediate Release

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Second Helpings to Rescue Food From Final Four Festivities

INDIANAPOLIS – March 24, 2010. As the Final Four descends upon Indianapolis' downtown next week, and thousands of fans stream in from all over the country to celebrate their teams, Second Helpings will team up with the NCAA and Indianapolis Sports Corp to rescue excess and unserved food from events and use that to feed hungry individuals all around the city.

“Our brackets are broken but our mission is still strong.” says Cindy Hubert, CEO of Second Helpings, “The Final Four brings so much attention and exposure to our great city. We’re thrilled that we can be a part of an event that’s conscious of food waste and mindful that while we celebrate, we’re not very far from someone who doesn’t know where their next meal is coming from. It’s great to see the Final Four be a part of the solution”

Second Helpings, Indianapolis' only food rescue, hunger relief and job training organization will work with Lucas Oil Stadium, NCAA Hall of Champions' Champion Room, The Hyatt and close to a dozen other restaurants, hotels and events to pick up any excess and unserved food each evening from Final Four events. The donated food will become part of the 2900 meals that Second Helpings sends out daily to local service agencies like Wheeler Mission, Dayspring Family Shelter, Mary Rigg Community Center and 50 other local agencies.

“This is a great opportunity to connect Second Helpings with some great potential donors. It opens avenues to get food donated to continue to keep meals going out into our community,” Says Joe Hoog, Second Helpings' Director of Food Rescue, “In addition to the food, we get our mission exposed to some great people to show them what we do every day in Indy. The synergy is tremendous.”

About the organization:

Second Helpings, Inc. accepts donated perishable and overstocked food to prepare nutritious meals for thousands of hungry children and adults every day, and distributes them free of charge through local social service agencies in Greater Indianapolis. Second Helpings trains unemployed and underemployed adults for meaningful careers in the culinary industry. Second Helpings also redistributes over 500,000 pounds of food to area food pantries, food banks and hunger relief organizations. More info can be found at www.secondhelpings.org.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.NCAA.org and www.NCAA.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions — AT&T , Capital One and Coca-Cola — and the following elite companies as official Corporate Partners — Enterprise, The Hartford, Hershey's, LG, Lowe's, Planters, State Farm and UPS.