



## YOUR business or organization can make a big difference!

March is Minnesota Food Share Month. The Kandiyohi County Food Shelf can take your \$20 cash donation and purchase almost \$200 worth of food through Second Harvest Heartland. Because of generous businesses and organizations like yours, **\$501,119** in combined cash and food donations have been collected through *Radio For Relief* since Lakeland Broadcasting started hosting an annual event for the Food Shelf in 2006.

Donations add up quick when you work together! Now is a great time to organize a cash/food collection at your business/organization! Have some fun and challenge your staff/clients/members! You could even have a friendly challenge with another area business/organization.

### RADIO FOR RELIEF CHALLENGE IDEAS:

- ★ *Your business/organization can volunteer to match the cash donations collected during a certain time period of Radio For Relief or match up to a specific \$ amount*
- ★ *See which department can collect the most cash donations*
- ★ *Have employees donate cash and offer incentives like casual Friday or lunch*
- ★ *Create your own unique challenge*

### Please stop by the Kandiyohi County Food Shelf

(624 Pacific Ave SW in Willmar) on **Friday, March 22nd from 7 am to 10 am** with your *Radio For Relief* donations. Please note the change in time from previous years.

Our Lakeland Broadcasting announcers at *Radio For Relief* would love to visit with representatives from your business/organization and record a quick interview about your donations that we can air during our Morning Shows.

To be featured on-air, please come into the Food Shelf and let us know you'd like to talk.

*If you'd like to schedule an approximate arrival time in advance of the broadcast, please contact MaryElin Macht, [mmacht@yourQ102.com](mailto:mmacht@yourQ102.com) or call her at 235-1340.*

*On March 22nd, to keep traffic flowing nicely, please enter Radio For Relief on Benson Avenue and everyone will exit on Pacific Avenue. There will be an area to park if you'd like to come in and talk on-air.*