



Media Contact: (254) 752-0316 Melody McDermitt, Executive Director

# PRESS Kit

- What:** “Souper” Bowl Sunday
- Why:** Part of national campaign to help hunger organizations to counter balance the media hype and wealth wasted on the Super Bowl.
- Who:** Meals On Wheels
- When:** Sunday, February 1
- Where:** Waco and McLennan County, Falls & Hill Counties
- Stats:** Help provide hot, nutrition lunches for 1000 homebound older adults
- Contact:** Julie Oates, Director of Development, or  
Libby Bellinger, Associate Director  
(254) 752-0316 or (800)754-0878



Media Contact: (254) 752-0316 or (800) 754-0878  
Fax: (254) 752-0387 www.seniorministry.org  
Julie@seniorministry.org 752-0316

January 2009

Immediate Release

## Balancing the Hype

Waco, Tx. Sunday, February 1, 2009 is Super Bowl Sunday. Huge amounts of money are spent on advertising, publicity, and the payoffs for both winner and loser. Meals On Wheels is encouraging a more thoughtful and beneficial celebration of Super Bowl Sunday.

Meals On Wheels is encouraging all congregations to become "Souper" Bowl Champions on Sunday, February 1. Churches can be Souper Bowl Champions by stepping off the sidelines to go on the offensive against hunger to feed our older adults who need help receiving hot, nutritious lunches.

On Sunday, February 1, as much of the nation's attention will be focused on million dollar ads and the clash of opponents, we are asking local congregations to become a part of our team by taking up a collection for Meals On Wheels, or some other hunger organization, as part of their Sunday morning worship services.

The recipe for "Souper" Bowl Sunday is:

- 1) Each church member is asked to give at least a \$1.00 as they leave worship services on Sunday
- 2) Place donations in large soup pots held by children or youth
- 3) A representative from the congregation calls the Souper Bowl Hotline (800) 358-SOUP that day to report the their donation total so that it can be counted in the national total.
- 4) Each congregation then sends the donations directly to a hunger agency of their choice. If Meals On Wheels is chosen as the agency, we ask that the donation by send to:  
Meals On Wheels, PO Box 85, Waco, TX 76703

Help take the hype out of Super Bowl Sunday by becoming a SOUPER BOWL CHAMP!  
Call Julie at 752-0316 for more information.