

FOR IMMEDIATE RELEASE

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Muskegon, MI -- Cans From Fans™, created by RC Productions, Inc., is a Muskegon-based food drive to collect non-perishable food items from fans attending community events.

The first Cans From Fans Food Drive will coincide with the 2010 Summer Celebration. Attendees of Summer Celebration activities will be encouraged to bring non-perishable foods like canned meats and fish, canned soup, juice, pasta, canned fruits and vegetables, cereal, peanut butter and rice to the Cans From Fans semi-trailer parked across from the main concert entrance from June 23 until July 4.

All food drive donations will be distributed to local food pantries. Distribution coordination will be executed by a collaboration of area churches. Expired, dented or damaged items and those in glass containers will not be accepted. Visit www.cansfromfans.com for more information.

Cans From Fans was created by the staff of RC Productions, in conjunction with Summer Celebration, in response to the current need in Muskegon County for food at local pantries. RC Productions is an integrated marketing and advertising agency founded in 1981 by Muskegon native, Randy A. Crow. With Michigan's high unemployment this year, more and more families are looking to food pantries to help put food on the table and supplies are running dangerously low. Summer is notoriously tough on these pantries and the team at RC Productions is determined to help change that.

A personal experience while helping at a local pantry prompted Crow to agree that a food drive would be another great way for his team to get involved and give back. "I'm proud to employ over 40 people who live and work in our community, many of whom already volunteer with a variety of charities. This grass-roots effort is designed to work with other local organizations to help alleviate hunger by quickly getting food to those who need it most," he says. "Muskegon has always been my home and I'm grateful for what Muskegon has done for us as a company. I believe that together we can make a difference."



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Over the years, Crow has never taken his eye off supporting the people in his own backyard. “Relationships are what matter in our community. Our team knows that and this is another way for us to give back,” says Crow.

He gathered his team and brainstormed ideas on how to bring this food drive to life. Cans From Fans was born from that meeting. “The entire team jumped at the chance to get hands-on and help with the event. Thousands of people already come to Muskegon for Summer Celebration—what better way to get the community involved than by empowering them to help one can at a time.

“It all starts with raising awareness with the people of West Michigan that we need their help. Our media partners have joined together to help us spread the word through area newspapers, television, radio, billboards and social networking channels. The Storage Group of Fruitport has provided a 53-foot semi-trailer that will be wrapped with vinyl graphics by RC Productions’ sister company, Source One Digital. Many other supporters have offered services and donations as well.

“With the help of Muskegon-area churches and volunteers, plus the thousands of people attending this year’s Summer Celebration, we hope to have a powerful presence and make an enormous impact on inventory in our local food pantries.” Explains Crow, “We need everyone’s help. With this year’s record lineup and events, if each fan brought five cans, we could really make a huge difference.”

Bethany Paterson from Ecclesia Church volunteered to help with distribution and volunteer coordination as soon as she heard of the initiative. “We are looking forward to helping those in need,” Paterson says. “The impact these food donations will make locally for hungry people of all ages is truly humbling.”

“We are excited about the Cans From Fans Food Drive and pleased to partner with RC Productions,” says Summer Celebration Executive Director Joe Austin. “Summer Celebration is proud to be involved with this grass-roots effort to feed our community. Families are struggling everyday. We know our fans can make a difference.” Learn more about Summer Celebration at SummerCelebration.com

Cans From Fans is an ongoing effort to unify the community and combat local hunger. Visit us online to learn more at CansFromFans.com or find us on Facebook at facebook.com/CansFromFans.

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