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**For Immediate Release**

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## **Making Gifts Go Farther: Local Businesses Team Up to Help Watertown Urban Mission in Feinstein Challenge**

Feinstein Challenge Offers to Match Your Generosity with Funds to Combat Hunger in Watertown  
Financial and Food Donations to Mission Food Pantry through April 30 will leverage \$250 to \$35k grant

WATERTOWN (March 22, 2012)—To help the Watertown Urban Mission leverage grant funding through the Feinstein Challenge, 12 businesses in the Watertown area are pitching in to help by making donations and helping make it easier for you to donate food for this great cause.

Donation boxes are now located at six Jreck Subs locations in Carthage, Black River, and Watertown, M & T Bank, HSBC Bank, Savory Downtown, and the Best Western Carriage House Inn. Key Bank and Reimann Wholesale stepped up with donations.

“We are blessed to have so many local businesses step up to be a part of the solution, and we are so grateful for the support,” said Erika Flint, executive director. “The Feinstein Challenge is a great way for this community to rally together and leverage additional funding from outside of the area to make a difference for our neighbors in need.”

With 1 in 6 of Jefferson County residents and 1 in 5 Watertown residents living below poverty, the reality is that many of our neighbors struggle with hunger every day.

However, you can make a difference through your donations of money and food to the Watertown Urban Mission. *And when you donate to the Food Pantry in the months of March and April, a wealthy Rhode Island philanthropist is going to kick in some of his money to address hunger in our community.*

For the past 15 years, successful businessman Alan Shawn Feinstein has offered a \$1 million challenge each year to raise money and collect food for organizations fighting hunger. Once again this year, the Watertown Urban Mission is eligible to receive a portion of that \$1 million—which could be anywhere from \$250 to \$35,000, depending on your generosity in the months of March and April.

The Watertown Urban Mission’s Food Pantry in 2011 provided more than 301,000 meals to more than 20,000 individuals, including close to 8,000 children. On average, 550 families use our pantry each month, making the Mission’s pantry the largest in the North Country. The generosity of local churches, individuals, organizations and businesses enabled the Mission to meet the need in our community, which included nearly 2,700 individuals who received meals at the Mission for the first time in 2011.

The Feinstein challenge in 2011 was met with more than \$19,000 in food and donations, including the Feinstein grant. The grant challenge accounts for each item of food donated as \$1, along with monetary donations to determine the Mission's share of the \$1 million.

Locations where you can make donations of food to support the Watertown Urban Mission in the Feinstein Challenge are:

- Best Western Carriage House Inn, 300 Washington St., Watertown
- HSBC Bank, 120 Washington St., Watertown
- Jreck Subs, at the Fort Drum Felts Mills Gate, Black River
- Jreck Subs, 210 State St., Carthage
- Jreck Subs, 1201 Arsenal St., Watertown
- Jreck Subs, 525 Mill St., Watertown
- Jreck Subs, 605 State St., Watertown
- Jreck Subs, 1248 Washington St., Watertown
- M & T Bank, 21877 Towne Center Drive Watertown
- Savory Downtown, 300 Washington St., Watertown
- The Watertown Urban Mission, 247 Factory St., Watertown

To learn more about the Watertown Urban Mission, go to [www.WatertownUrbanMission.com](http://www.WatertownUrbanMission.com).