



PRESS RELEASE

For Immediate Release
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FIGHTING ILLINI FORWARD MOREZ JOHNSON JR. IS DUNKIN' ON HUNGER WITH EASTERN ILLINOIS FOODBANK

URBANA, IL – November 1, 2024 – This holiday season, Fighting Illini forward Morez Johnson Jr. is teaming up with Eastern Illinois Foodbank (EIF) to help alleviate hunger through Dunkin' On Hunger, a competitive fundraiser to benefit the foodbank. From November 1 – 14, members of the community are encouraged to donate to the [Dunkin' On Hunger campaign](#) to win a chance to volunteer with Johnson at a local soup kitchen.

Each donation of \$25 or more enters the donor in the drawing, with each increment of \$25 earning an additional entry. The winner and one friend will distribute meals alongside Johnson to neighbors experiencing food insecurity at Daily Bread Soup Kitchen in Champaign on Sunday, November 17.

The Dunkin' On Hunger campaign was created through the partnership of the ICON Collective and EIF. After volunteering at the foodbank through the Name, Image and Likeness program, Johnson shared his passion to further help alleviate hunger in the community. "I'm super excited to partner with EIF to tackle hunger and food insecurity in the community I now call home," Johnson shared. "It's always been important to me and my family to give back, and I couldn't be more thrilled to contribute to a cause that uplifts and nourishes those in need."

Dunkin' On Hunger will provide a fun and impactful start to the giving season as foodbank continues to see an increased need, with the pantries in its 18-county network currently serving 90% more people than in 2022. "We're thrilled to have Morez's support in feeding local families this holiday season," said EIF President & CEO Kelly Daly. "Eastern Illinois Foodbank helped provide groceries to 1.6 million people in eastern Illinois last year—a historic amount of our neighbors are experiencing hunger. The continued success of our mission of alleviating hunger isn't possible without the support of this incredible community."

Join the Dunkin' On Hunger campaign and learn more about EIF by visiting eifoodbank.org.

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Eastern Illinois Foodbank (EIF) works to alleviate hunger in eastern Illinois as the primary food source to a network of 160 food pantries, agencies, and other programs throughout our 18-county service area. Through these agencies, the Foodbank provides meals to more than 1.6 million people each year. Since 1983, EIF has led the fight against hunger and strengthened communities by providing food access, emergency relief, education, and advocacy to families in east-central Illinois. EIF is a member of Feeding



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America, Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County. For more information, visit eifoodbank.org.