



PRESS RELEASE

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For Immediate Release

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11th ANNUAL PROM BENEFIT AIMS TO RAISE 625,000 MEALS FOR EASTERN ILLINOIS FOODBANK

Champaign, Illinois – Jackson Chiropractic presents the 11th annual Prom Benefit for the Eastern Illinois Foodbank on Saturday, March 9 at the Hilton Garden Inn from 7 – 11pm. This year’s goal is to raise 625,000 meals (\$125,000) for food-insecure individuals and families in the Foodbank’s 18-county service territory. Currently in eastern Illinois, 1 in 7 individuals – including 1 in 5 children – do not know where their next meal will come from.

Co-chair Tiffany Jackson of title sponsor Jackson Chiropractic explains how the event offers the opportunity to support those in need. “Being born and raised in Champaign-Urbana I never understood the magnitude of the need for services provided by the Eastern Illinois Foodbank and how the need grows every year,” she says. “The Prom Benefit helps others understand the importance of the Foodbank and impact that their donation can make on their local communities all while giving us the opportunity to get dressed up and have a night out.”

The Prom Benefit was founded in 2008 by local community member Lorianne Bauer of ESS Clean as a fundraiser for the Eastern Illinois Foodbank and is managed by the Foodbank and a committee of community members committed to alleviating local hunger. Every year, fun-loving folks come together to relive Prom night or experience it for the first time, all while helping fight hunger. This year’s theme is Studio 54 and the event will feature raffle prizes, heavy hors d'oeuvres, desserts, dancing, an open bar, photo opportunities and crowning the Elite Bridal Prom King & Queen.

The Elite Bridal Prom Court includes: Chris DeRosa (Broker and Listing Partner, Ryan Dallas Real Estate), Lindsey Flessner (Branch Manager, Illinois National Bank), Dustin Heuerman (Sheriff, Champaign County), Cathy McArthur (Events Coordinator, University of Illinois Research Park), Brian Mennenga (Lieutenant of the Patrol Division, Champaign County Sheriff’s Office) Abbie Osterbur (Financial Advisor, Merrill Lynch Wealth Management), Denise Poindexter (Director of Strategic Operations, University of Illinois at Urbana-Champaign), Jason Reda (General Manager, KAM’S) and Amanda Reiss (Attorney, Evans, Froehlich, Beth & Chamley). The male and female candidate that raise the most money for the Eastern Illinois Foodbank will be crowned the night of the event. Donations to their campaigns can be made online at www.prombenefit.com through Friday, March 8.

Tickets to the event can be purchased for \$125 each at www.prombenefit.com through Saturday, March 2 or until sold out. Guests are encouraged to come dressed in the glamorous Studio 54 theme or re-live their Prom in formal wear while making new memories.

If you or your business are interested in sponsoring the Prom Benefit, visit www.prombenefit.com for details.

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Eastern Illinois Foodbank works to alleviate hunger in eastern Illinois through a network of food pantries, agencies and other programs. The Foodbank distributes donated and discounted food throughout an 18-county service area in cooperation with more than 160 member agencies and programs. Through these agencies, the Foodbank provides meals to more than 100,000 men, women and children each year. The Eastern Illinois Foodbank is a member of Feeding America, Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County.