



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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### **ROCK AND WRAP IT UP! ANNOUNCES FIRST ANNUAL TRIBUTE CONCERT SPOTLIGHTING THE NATIONAL HOCKEY LEAGUE**

**NEW YORK (October xx, 2011)** – Rock and Wrap It Up!, a global anti-poverty think tank, will hold its first Tribute Concert honoring the National Hockey League on October 17, 2011 at Brooklyn Bowl in Brooklyn, NY. Jackie Greene, singer, songwriter and musician, will perform. The event will honor the National Hockey League with the Lena and Joseph Mandelbaum Humanitarian Award, celebrating the NHL's commitment to food recovery and waste diversion. The NHL is the first and only sports League to have all of its Member Clubs participate in Rock and Wrap It Up!.

In June 2010, the NHL Board of Governors unanimously approved a partnership with Rock and Wrap It Up! to create a League-wide food recovery effort. Since that time, the League has donated all excess prepared but untouched food to local anti-hunger agencies following NHL games. During the 2010-11 hockey season, the League's 30 franchises diverted over 105 tons of food from landfills, representing 163,000 meals. According to estimates provided by the U.S. EPA, the League reduced the equivalent of 79 Metric Tons of Carbon Dioxide (MTCO<sub>2</sub>) from the atmosphere through this initiative. Three EPA Regions celebrated nine NHL franchises in 2011, presenting each with the prestigious Environmental Merit Award.

"The NHL and all of our 30 Clubs are proud to partner with Rock and Wrap It Up! in our continuing efforts to combat hunger," Senior Vice President of Public Affairs Bernadette Mansur said. "Our players and Clubs have demonstrated a strong commitment to their local communities and the natural environment. We look forward to the continued success of the initiative and the partnership."

"Rock and Wrap It Up! recognizes how vital and valuable our partnership with the National Hockey League is," Rock and Wrap It Up! Founder Syd Mandelbaum said. "Poverty in North America is at a dire and critical point. The National Hockey League and its franchises will help feed millions more who hunger while keeping thousands of tons of food out of landfill. Food recovery has become part of the culture of the National Hockey League." The Lena and Joseph Mandelbaum Humanitarian Award is in honor of Lena and Joseph Mandelbaum, who almost starved to death in Nazi concentration camps and whose survival inspired the creation of Rock and Wrap It Up!.

#### **About the NHL**

The National Hockey League, founded in 1917, is the second-oldest of the four major professional sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each invested in their community and committed to the preservation of their local environment through sustainable business practices. *NHL Green*, the League's sustainability department, implements initiatives designed to lessen the impact the sport has on the planet- reusing and recycling assets while reducing the energy, water and waste consumption associated with the game. The NHL Foundation, the League's

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charitable arm, is particularly dedicated to enriching and improving the lives of children and raising money and awareness for cancer research through *Hockey Fights Cancer*. Given the League's international makeup, with players from more than 20 countries represented on team rosters, the NHL has a global responsibility to serve communities and protect the environment.

**About Rock and Wrap It Up! [www.rockandwrapitup.org](http://www.rockandwrapitup.org)**

Rock and Wrap It Up! is a global think tank working to reduce poverty. Using greening tactics, they arrange recovery of food and other assets to be given to agencies fighting poverty, increasing their operating budgets. This allows the agencies to hire more tutors, social workers, job placement counselors and mental health counselors, services in the aggregate, attack the root cause of poverty. Rock and Wrap It Up! recovers food and other assets in Sports, Music, Schools, Film, T.V. and Hotels. Rock and Wrap It Up! helped to write and implement the Federal Food Donation Act of 2008 which encourages all federal buildings to feed the hungry and keep food out of landfills. In July, 2011, Hungerpedia.com was launched. This site is an on-line directory of anti-poverty agencies in North America, listed geographically and by asset need. Each agency is vetted and must have health certification, transportation, refrigeration, an on-going program and storage.

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