



Hurricanes Partner with Rock and Wrap it Up!

New program is redistributing unused concession food to local shelters

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By Chris Robinson

RALEIGH, NC – Chris Diamond, Director of Food and Beverage for the RBC Center, today announced the launch of Rock and Wrap It Up! (RWU) to help fight hunger throughout the Triangle. Through a partnership between the National Hockey League and RWU, all 30 of the league's member clubs have committed to pack up prepared-but-not-served concession food on game nights for redistribution to local shelters and places of need.

To date, RWU and its participating sponsors have collected more than 100 million pounds of food to help feed more than 200 million people. Locally, the Inter-Faith Food Shuttle (IFFS) has assisted RWU and the RBC Center in donating to numerous food serving stations throughout the Triangle.

“Our partnership with the Carolina Hurricanes, RBC Center and the Rock and Wrap It Up! program has been a huge success,” said Don Eil, Director of Food Sourcing for IFFS. *“Since the inception of the program, we have together diverted more than 2,000 pounds of good food from landfills, and provided 1,650 meals to people in need.”*

RWU was founded by Syd Mandelbaum, a forensic scientist by trade, who in 1991 coupled his love of music and passion for helping the community by collecting and redistributing leftover food from rock concerts. Mandelbaum, with the support of MTV, launched RWU nationwide in 1994. The program has since broadened its scope to include collaboration with more than 150 bands, 200 schools and universities and more than 50 sports franchises. As of opening night, the NHL was the first sports league to have all of its member clubs participate in RWU.

Rock and Wrap It Up! is an independent anti-poverty think tank based in New York. It is non-profit and non-partisan; an organization devoted to developing innovative greening solutions to the pressing issues of hunger and poverty in America and Canada. The organization works by increasing financial assets available to fight poverty by identifying new revenue streams through food and other basic assets obtained without cost. Rock and Wrap It Up!'s 18 years of experience helps it to be a dependable source of sound thinking concerning key poverty issues, nationally.

Online at: <http://www.fanfeedr.com/nhl/2010/11/24/hurricanes-partner-with-rock-and-wrap-it-up>