



PRESS RELEASE

For Immediate Release

Contact: Tracy Bender
tracy@souperbowl.org / 803-312-4154

AMERICA'S TEENS FOCUS ON SERVICE AND GIVING THIS SUPER BOWL WEEKEND

Whether it's collecting donations, serving soup or stocking pantry shelves, youth are making a difference on Super Bowl weekend.

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Columbia, S.C.—While America turns their attention to the matchup between the Colts and the Saints in Super Bowl XLIV, more than a quarter of a million teens are working to transform Super Bowl weekend into the nation's largest youth-led weekend of giving and serving through the Souper Bowl of Caring.

For the weeks surrounding the big game, Souper Bowl of Caring youth will collect donations through congregations and schools and donate 100% of their collection to a local charity of their choice. Many will also volunteer at their selected charity the day before the big game. Some organizations have decided to dedicate their Souper Bowl of Caring activities this year to raise support for the relief efforts in Haiti.

Souper Bowl of Caring started with one church youth group in South Carolina in 1990 when a young minister prayed, "Lord, even as we enjoy the Super Bowl football game, help us be mindful of those without even a bowl of soup to eat."

"For over 20 years, young people have led this national movement of compassion raising more than \$60 million for soup kitchens, food banks and other charities," said Ron Goch, executive director of Souper Bowl of Caring. "Together, we all can make a difference through this effort. I hope everyone will find a way to give and serve."

In 2009, 13,500 organizations collected over \$10.4 million and every penny went to local organizations that help people in need. Souper Bowl of Caring organizers expect this year to be bigger than ever, with young people from 17,000 congregations, schools and civic clubs signed up to participate.

"Souper Bowl of Caring is the perfect way for students to help people, at a time when help is critically needed," said youth volunteer Sally Rausch, 17, of Columbia. "It helps youth realize and see how they can impact their own community."

By using this weekend as a time to help others, youth are learning about the realities of hunger in their own neighborhoods and are turning one of the nation's universal times of celebration and parties into an opportunity to care for those in need.

"I would love to get more teenagers involved in helping people who are less fortunate than us," said Melissa Manzanares, 16, of Whittier, CA. "Even though we're teenagers and young, we can make a difference in people's lives."

To register your congregation, school or group, visit www.souperbowl.org.

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MEDIA NOTE: To find participating groups in your area visit www.souperbowl.org and click on the "In your area" section for the interactive map.