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For Immediate Release

2009 12th Annual \$1 Million Giveaway To Fight Hunger

For the 12th consecutive year, Alan Shawn Feinstein will divide \$1 million among hunger fighting agencies nationwide using it to help them raise funds during March and April, 2009.

Agencies should simply inform potential donors (and their local churches, schools and businesses) that the more donations made to them - from March 1st to April 30th - the more of the Feinstein money they will get! Many agencies featuring this in their mailings and telephone solicitations in past years have increased their donations two or three times their usual returns!

Only donations or pledges received from March 1st to April 30th, and from use of the Feinstein challenge, should be counted. These donations can include cash, checks and food items (valued at \$1.00 per item or pound) or pledges, as long as they were obtained **ONLY** from use of our challenge.

Participating agencies should send in the enclosed reporting sheet, showing how much they raised from March 1st to April 30th, 2009 from use of our challenge, with copies of any publicity they received about it and their mailing piece(s) featuring our challenge, plus a copy of their federal tax-exemption (501C3) or proof of affiliation with a tax-exempt organization - all sent by regular mail in one envelope postmarked May 1st to May 12th, 2009 only, to: The Feinstein Foundation, 37 Alhambra Circle, Cranston, RI 02905. Nothing else is required. Please keep a record of what you raised from use of our challenge, and from whom, should verification be requested!

Our million dollars will be divided proportionately among all agencies complying with the above (a minimum of \$250 and a maximum of \$40,000 to participating agencies). Checks will be mailed by August 1st, 2009.

Feinstein's past \$1 million challenges to fight hunger have raised a record \$940 million for agencies nationwide. Agencies should tell their donors that their donation toward this campaign makes them partners in the most successful grassroots campaign to fight hunger of all times. That is something they can take pride in!

A full report of the results of this 2009 Challenge will be posted on our website in July.

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