

## Rental Equipment Register Online, Saturday, Feb. 20, 2010 – Staff report

# Western States’ “Dump Hunger” Campaign Gathers 587,861 Pounds of Food

Western States Equipment’s “Dump Hunger” food drive nearly quadrupled its goal of gathering 150,000 pounds of food for local food banks, ultimately raising a total of 587,861 pounds. Dump Hunger is a six-week post-holiday food drive that partners 13 Western States branch locations with local food banks within their community. The post-holiday timing of Dump Hunger is critical for food banks as January and February historically mark the lowest levels of food donations.

This year’s Dump Hunger goal was to gather 150,000 pounds of food, approximately two CAT 730 trucks. Instead of filling two of these dump trucks, Western States nearly filled eight. According to Feeding America, the Nations Foodbank, the 587,861 pounds of food raised will provide more than 752,400 meals.

“Western States is extremely excited and humbled by the impressive results of the Dump Hunger campaign,” said Western States president Tom Harris. “The success of this campaign rests on the shoulders of our dedicated and caring employees, customers and partners. Each branch and community made it their mission to help our local food banks. From a children’s classroom project, to trap shoots, to community partners, to bake sales and door-to-door canvassing, Dump Hunger has benefitted from the dedication and unique ideas of many employees and customers.”

This year Western States found a key partner in Albertsons, which helped raise awareness of the Dump Hunger campaign. For nine days in January, customer donations were accepted at participating Albertsons stores. Additionally, Albertsons contributed \$25,000 in food items to the respective food bank partners for an Albertsons total gift of 239,526 pounds of food.

Western States Equipment also gave a corporate contribution of \$21,176 as part of the campaign. This amount, coupled with the 242,455 pounds collected through Western States branch locations and the Albertsons contribution, delivered a grand total of 587,861 pounds of food.

Headquartered in Meridian, Idaho, Western States Equipment is an authorized Caterpillar dealer for five mountain states with 13 branches located in Idaho, western Wyoming and Montana, and eastern Oregon and Washington.