

## Magic Valley Ag Weekly Online, Wednesday, Jan. 13, 2010 – Staff report (2 pages)

### **Agri-Action hosts Dump Hunger Food Drive Campaign**

Twin Falls, ID - Demand at the Twin Falls area food bank, South Central Community Action Partnership, has increased by 45% in 2009. With the increase in region-wide unemployment, more and more families are struggling to put food on the table.

Western States Equipment is working to "Dump Hunger" with a food drive that partner's the Twin Falls Western States branch with the South Central Community Action Partnership. The post-holiday timing of Dump Hunger is critical for food banks as January and February marks the lowest levels of food donation.

"Hunger doesn't stop after the holidays," said Western States President Tom Harris. "Western States is committed to giving back to the communities in which we live and serve. We are launching the 'Dump Hunger' campaign as a way to rally our employees and customers together to re-stock the warehouses of our area food banks."



During the Agri-Action show February 4-6 at College of Southern Idaho Expo Center, attendees will receive complimentary entry with the donation of non-perishable food items. All donations benefit South Central

Community Action Partnership. Agri-Action showcases agricultural based products and services.

"The Western States Dump Hunger campaign provides much needed support since we have seen a large increase in the need for food assistance," said Leann Trappen, community service director for South Central Community Action Partnership. "Often families need short term assistance to relieve them of a budgetary strain. By receiving food, these families are able to put their income on other basic needs such as heating and lighting their home."

Across Western States' 13 branches, Dump Hunger seeks to secure enough food to fill the bed of two CAT 730 dump trucks, the industry's largest payload vehicle in its class, each truck capable of holding 75,000 pounds of food. In addition to the Agri-Action show, donations to the campaign can be brought to the Twin Falls Western States branch located at 3085 East Kimberly Road.

"We are excited to partner with Western States again this year for Dump Hunger," said Trappen. "Based on the success from last year, we were able to feed hundreds of families. We look forward to participating in the Agri-Action show in an effort to Dump Hunger."

#### *About Dump Hunger*

Dump Hunger is a post-holiday food drive sponsored by Western States Equipment. The six week campaign partners the 13 Western States branch locations with local food banks within their community. The post-holiday  
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timing of Dump Hunger is critical for food banks as January and February marks the lowest levels of food donation.

Dump Hunger launched on Tuesday, December 29th and will end on Tuesday, February 9th. The goal is to gather 150,000 pounds of food - equal to two CAT 730 truckloads. Western States Equipment is committed to giving back to the communities in which they serve.

Western States will match \$1 for every 5 pounds of food collected, up to a \$17,000 contribution.

For more information, including Dump Hunger campaign pictures, Western States branch locations, and a weekly Dump Hunger tracker, visit [www.westernstatescat.com](http://www.westernstatescat.com).

### *About Western States Equipment*

With more than 70 years experience in the agricultural, mining and construction industries, 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, <http://westernstatescat.com>.

Western States Equipment was recently awarded the "Best Community Event" for the 2009 Cat Dealer Marketing Awards. The purpose of the award is to recognize a Caterpillar dealer that has been active within their community. The 2009 Dump Hunger campaign was the community campaign winner.