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## News Release

### THOUSANDS OF RUBBER DUCKS FLOCK TO OMAHA

Ducks to be Readied for Food Bank for the Heartland's Fourth Annual *"O! What a Duck Race!"*

Omaha, Neb. September 7 – Over 20,000 rubber ducks will be prepared for racing **Monday, September 12** for Food Bank for the Heartland's fourth Annual *"O! What a Duck Race!"* presented by Woodmen of the World and KETV. Hundreds of volunteers will gather from **10 a.m. – 8 p.m.** to number each individual duck at the Food Bank's new headquarters at 10525 J Street.

"We are truly blessed to have so many wonderful volunteers who rally around this event and our mission," said Food Bank President and CEO Susan Ogborn. "We also thank the community for supporting Duck Race because our need is greater than ever. *'O! What a Duck Race!'* will generate approximately \$100,000 for the Food Bank."

The rubber ducks hit the water at **12 p.m. on Friday, September 16 at the Gene Leahy Mall**, a new venue this year. The ducks will be dropped from a crane near the 13th Street Bridge, between Douglas and Farnam Streets in downtown Omaha. Grand prize is \$5,000 with one lucky duck possibly winning \$1 million!

For \$5 people can adopt a duck for the race, which is enough to feed a family of four for a day. Sponsors helped underwrite the cost of the race so every dollar for every duck goes directly to the Food Bank's mission of eliminating hunger in Nebraska and western Iowa.

Approximately 21,900 different people in any given week seek emergency food assistance in the Food Bank's service area. Research indicates that 20 percent of children in Nebraska and western Iowa under the age of 18 are at-risk for hunger.

*About Food Bank for the Heartland (a member of Feeding America):*

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization that acts as a central clearinghouse through which the food industry and community may donate surplus food to feed hungry individuals, families and children. Food is distributed to more than 350 member agencies in 77 counties in Nebraska and 16 counties in western Iowa. Annually, Food Bank for the Heartland distributed nine million pounds of product in 2010 helping to feed over 150,000 people in need in the Heartland.

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