

Circus Vidbel Food Drive

Mission Statement

THE NEED: Recent changes in the world economy, high fuel prices, high agricultural prices, and a weak U.S. economy have resulted in severe food shortages in the U.S. Food Bank system. Help is needed on an immediate and continuing basis to feed our poor.

OUR MISSION: To boost donations and raise awareness of the critical need for food and money for local food banks using Circus Vidbel as a promotional device for conducting food drives. This promotion will help raise awareness of the need to support food banks during Spring, Summer and Fall months which is not the usual time of the year for food drives. This is the period when food donations and food supply is the lowest during the year.

THE METHOD: The show will conduct a food drive with the appearance of the show in each town. As part of the advertising and promotion for the show, we will ask patrons to bring a non-perishable food or cash donation to the show. We will then turn over the donations to the local food bank for distribution to local food pantries.