



PRESS RELEASE

01/11/2024

For Immediate Release

Contact: Sophie Becker

sbecker@eifoodbank.org

(217) 328-3663

15th ANNUAL PROM BENEFIT FOR HUNGER RELIEF PRESENTED BY MARTINELLI'S MARKET AIMS TO RAISE 375,000 MEALS FOR EASTERN ILLINOIS FOODBANK

Champaign, Illinois – Martinelli's Market presents the 15th annual Prom Benefit Hunger Relief for Eastern Illinois Foodbank, which will be held on Saturday, March 2 at the I Hotel & Conference Center from 7 – 11pm. This year's goal is to raise 375,000 meals for food-insecure individuals and families in the Foodbank's 18-county service territory. With rising costs and socioeconomic factors leading to a historic and prolonged increase in need, an average of 40% more people in eastern Illinois have utilized the foodbank's services this year.

The Prom Benefit was founded in 2008 by local community member Lorianne Bauer as a fundraiser for Eastern Illinois Foodbank and is managed by the Foodbank and a committee of community members committed to alleviating local hunger. Every year, fun-loving folks come together to relive Prom night or experience it for the first time, all while helping fight hunger. This year's country theme gives attendees the opportunity to enjoy a night of honky-tonk fun for a good cause. The event will feature raffle prizes, heavy hors d'oeuvres, desserts, dancing, an open bar, photo opportunities, and crowning the Prom King and Queen.

This year's Harrington Law Prom Court includes: Holly Birch-Smith (Holly Birch Photography), Jason Curtiss (CIBM Bank), Colin DeCair (Midland State Bank), Abby Dixon (Keller Williams, The Real Estate Center of Illinois), Kristian Gallivan (Adams Outdoor Advertising), Bailey Parks-Moore (Eastern Illinois Foodbank), Cassie Roberts (First Mid Bank & Trust), Lindsay Quick (Campus Ink), and Johny Santiago (York Public Adjusters). The male and female candidate that raise the most money for Eastern Illinois Foodbank will be crowned the night of the event. Donations to their campaigns can be made online at eifoodbank.org/prom through Friday, March 1.

Tickets to the event can be purchased for \$125 each at eifoodbank.org/prom beginning Friday, January 12 through Friday, February 16 or until sold out.

If you or your business are interested in sponsoring the Prom Benefit, visit eifoodbank.org/prom for details.

###

Eastern Illinois Foodbank (EIF) works to alleviate hunger in eastern Illinois as the primary food source to a network of 170 food pantries, agencies, and other programs throughout our 18-county service area. Through these agencies, the Foodbank provides meals to more than 1 million people each year. Since 1983, EIF has led the fight against hunger and strengthened communities by providing food access, emergency relief, education, and advocacy to families in east-central Illinois. EIF is a member of Feeding America, Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County. For more information, visit eifoodbank.org.