



Press Release

FOR IMMEDIATE RELEASE

Thursday, February 18, 2010

The Good News Rescue Mission
2842 South Market Street
Redding, CA 96001
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www.GNRM.org

COUNTRY STAR SARA EVANS TO HELP MISSION RCA Recording Artist's Concert & Appearance Helps "March to End Hunger"

(Redding, CA) Country Western singer Sara Evans has joined with the Good News Rescue Mission in lending her support to the Mission's 10th Annual March to End Hunger campaign. The campaign kicks off 6 a.m., Wednesday, March 3rd with an all day food drive at the Redding Convention center followed by Ms. Evans' 7:30 p.m. concert sponsored by local country radio station, Hank FM.

"Sara and her team have been so gracious," complimented Ken White, the Mission's Director of Community & Donor Relations. "Her appearance and involvement will be such a shot in the arm for us this year."

The food drive, now in its tenth year, has seen dwindling returns. At its peak, the event raked in roughly 18,000 pounds of food, but with the sagging economy dropped last year to just 5,500 pounds. Event organizers hope to tap into Evans' star power to reenergize traditional donors and motivate new ones. To help promote both events, television and radio commercials featuring Ms. Evans' will soon flood local airwaves.

"We are so grateful to have someone with her star power be so willing to help those in need," White added.

The public will have the opportunity to participate in the "March to End Hunger" drive by bringing non-perishable food items to the Convention Center throughout the day on March 3rd. Participants may also register onsite and online for a chance to win free concert tickets and backstage passes to personally meet Sara Evans. Details around other areas of her involvement have been discussed but not yet been made available to the public.

Tickets for the concert may be purchased by calling the Redding Convention Center box office by calling 530.225.4130 or toll free at 888.225.4130 and by visiting the Convention Center box office online at www.reddingconventioncenter.com.

For more information, please contact Ken White at 530-242-5920.

ABOUT THE GOOD NEWS RESCUE MISSION

The Good News Rescue Mission was founded in Redding in 1964 by a group of concerned Christians in our community. For thousands of men, women and children, the Mission has provided food, shelter, clothing, and spiritual hope through the Good News of Jesus Christ.

Since 1995, the Mission has expanded services to include the New Life Drug and Alcohol Recovery programs for men and women, transitional housing for graduates of that program, work search, free dental services, our Second Chance Ranch near Shingletown, California, the In-Step Mental Health program as well as the Learning and Literacy Center.

By the Grace of God and through your generosity the Mission provided the following in 2009:

- 76,347 Safe Nights of Shelter
- 202,330 Prepared Meals
- 35,013 Unprepared Meals (*Emergency Groceries*)
- 73,192 Clothing, Furniture & other Household Items
- 8,581 Hours of Educational Instruction

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