



# Press Release

FOR IMMEDIATE RELEASE

Tuesday, March 2, 2010

The Good News Rescue Mission  
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Redding, CA 96001  
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[www.GNRM.org](http://www.GNRM.org)

## SARA EVANS CANCELS APPEARANCE “March to End Hunger” Food Drive Will Go On

(Redding, CA) “Heartbroken,” said Ken White, the Mission’s Director of Community Relations. “We’re just heartbroken.”

That’s the reply the Mission representative gave in response to news that Country Star Sara Evans had cancelled tomorrow’s concert appearance originally slated for 7:30 p.m. at the Redding Convention Center. Despite the news, White said the 10<sup>th</sup> Annual March to End Hunger Food Drive will go on as planned.

“We’ve had to make some changes to the staffing schedules, but other than that, we’re moving forward. We’ve got work to do and people to feed.” White said that in the course of finalizing event details they were informed at around 2:30 p.m that Evans had to cancel for ‘personal reasons.’ Food drive organizers are determined to move ahead with the drive despite the setback.

White hopes that in spite of the bad news the food drive, now in its tenth year, will still meet organizers’ goals of 5 tons of food and \$5,000 in monetary donations. If it does, it would help the Mission serve about 12,000 meals to the area’s homeless and poor. 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 had hoped to tap into Evans’ star power to reenergize traditional donors and motivate new ones and had planned to utilize free concert tickets and a chance to meet Ms. Evans as a way to generate greater interest in the event and the plight of the area’s poor. Despite the cancellation, White says the Mission is still grateful for all she’s done.

“While we’re disappointed, we are still so grateful to have had her participation in promoting the event. We just hope her situation is nothing serious. Our thoughts and prayers are with her and her family,” he added.

The public will still have the opportunity to participate in the “March to End Hunger” drive by bringing non-perishable food items to the Convention Center starting at 6 a.m. Wednesday. Inquiries for ticket refunds may be directed to the Redding Convention Center box office by calling 530.225.4130 or toll free at 888.225.4130. More information on the food drive may be found on the Mission’s website at [www.GNRM.org](http://www.GNRM.org).

For more information, the media may contact Ken White at 530-242-5920 (or on his mobile phone at 530-941-7729.)

## **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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