

INTRODUCTION

There's Michigan vs. Michigan State.
Lowell vs. East Grand Rapids. Now
there's **North Lowell vs. South Lowell.**

We are ready for **FROM Food Fight 2010** at Flat River Outreach Ministries and we want your participation!

We have put the finishing touches on the plans for another epic battle between North Lowell and South Lowell to collect the most non-perishable food items and benefit our Food Pantry. After a highly successful and nationally recognized inaugural event in 2009, we are taking this year's competition to the next level.

Last year was a thrilling, see-saw competition that found the North Lowell Team edging the South Lowell Team by a mere eighty-eight food items, 4,292 to 4,204. With Main Street as each team's boundary, many businesses gained the spirit and collected food items for their respective teams. Of course, the benefactor of the event was the FROM Food Pantry. Because of continued economic pressures in 2010, we are asking for your expanded involvement.

Thrift Shop, Boutique and Furniture Store ~ Food, Financial and Other Assistance

Flat River Outreach Ministries
11535 East Fulton Street
Lowell, MI 49331
616-897-8260
www.FROMlowell.org



***NORTH LOWELL
VS
SOUTH LOWELL***

**FROM Food Fight
Participant Guide
2010**



www.FROMfoodfight.org

New This Year



We are excited to have the newly formed **Lowell Interact Club** involved with our Food Fight this year! This dedicated group of student Rotarians have organized and will conduct and manage the Lowell Schools Food Fight 2010! The entire school system will compete during the month of May for the North and South Teams!

- The public Food Fight will begin on June 1 and will end at the conclusion of the "FROM the Heart Riverwalk Parade" on July 10.
- Our dedicated website will post up to date scoring, Lowell Business Food Fight Specials, pictures and stories. Visit www.FROMfoodfight.org often!
- We have custom red (North) and white (South) Food Fight collection containers for each team, which will be provided to participating businesses, organizations, municipalities and churches, while our supply lasts!
- Food Fight Boxscores will be posted throughout the competition on our website, in the Lowell Ledger and Buyers Guide with Food Fight Special advertising!

Lowell: Pioneering Another Great Idea

After NBC news anchor Brian Williams mention of last years Food Fight on his blog, eleven cities from seven different states inquired about what we did and how we did it. We've planted the seed for Food Pantries across America to provide a fun, community-wide event that can produce much needed resources during the leanest months of the year.

Here is what we ask of our Lowell Businesses:

- Get involved! Support your team! Become one of many Team Captains for the North or South teams! We want your picture in our Food Fight Main Street photo! We have room for the first 10 from each team. Call or email to register TODAY!



- Agree to collect food items for your team and we will provide a food collection container for your business. Main St./Fulton Street/M-21 is the boundary dividing the North and South teams. Only 40 for each team, so call or email to register TODAY!
- Include Food Fight Specials for your business! Advertise within your normal displays, for customers to bring in a non-perishable food item and receive a discount or benefit upon the purchase of your products or services!
- Advertise your Food Fight Specials below our Boxscore updates! Each low cost \$11 package includes one week in the Lowell Ledger, Buyer's Guide and on the Website! (See example above right and Advertising insert) Call or email to register soon!

FROM Food Fight Boxscore Through Tuesday, June 1, 2010

	1	2	3	4	T
North	0	0	0	0	0000
South	0	0	0	0	0000

Weekly Leaders

North -
South-

Visit
www.FROMfoodfight.org
for up to date scoring, pictures and stories
as they unfold during the competition.

BUSINESS NAME (address) (phone)

10% Off Total Purchases

BUSINESS NAME (address) (phone)

\$20 Off Service Call

BUSINESS NAME (address) (phone)

20% Off Any One Item

BUSINESS NAME (address) (phone)

1/2 Off Dessert w/Entree

Please join us for the 2010 FROM Food Fight! Your participation will be recognized by your customers and your efforts will benefit the Flat River Outreach Ministries Food Pantry and our mission to "Serve the People of Greater Lowell in Their Time of Need".

Thank you for your help!

Get registered today and join the team!

Call 437-2576
or email foodfight@FROMlowell.org

