



**KANSAS CITY CHIEFS & ROYALS TEAM UP WITH
OPERATION BLESSING INTERNATIONAL FOR 9TH ANNUAL CHARITY
FOOD DISTRIBUTION EVENT ON MAY 15**

3,000 Families To Receive Food Bags, Meet Sports Heroes

KANSAS CITY, MO (May 15, 2010) – The humanitarian organization Operation Blessing International (OBI) is joining forces again with the Kansas City Chiefs, the Kansas City Royals and Hy-Vee, Inc. to host a massive charity food distribution program that will provide over 6,000 bags of groceries to more than 3,000 local families.



The event, now in its ninth year, will take place from 10:30am-12:00pm on Saturday, May 15 at the Hostess Brands lot (East 30th & Troost Ave.) in Kansas City, MO. Members of OBI, players and representatives from the two teams, and corporate volunteers will be on hand to distribute bags of shelf-stable food and fresh produce including potatoes, onions, canned goods, pasta and beverages.

Volunteers from AT&T, Sprint, Ericsson, Thrivent and other local community agencies will pack the 6,000 bags to be distributed to the event attendees. In addition to the grocery items, more than 1,000 special gift bags filled with dolls, stuffed animals, snacks and books for children will be distributed. The festivities will include Kansas City Chief & Royals players and mascots signing autographs.



“These economic hard times have made it difficult for millions of Americans just to put food on the table,” said Britni Capps, Director, Procurement & Corporate Relations for Operation Blessing International. “In Kansas City, we are incredibly grateful to the Chiefs, Royals and Hy-Vee Inc., our many volunteers who donate their time, and especially to our valued donor partners, most notably American Italian Pasta Co., ConAgra Foods, Allens Inc., Williams Foods, Inc., HK Anderson, Jubilee Jam, McCormick & Co., Farm Fresh Direct and General Mills, who have gone above and beyond in their generosity.”



For more than a decade, Operation Blessing International has partnered with professional sports teams and individual athletes for hunger and disaster relief projects. OBI first teamed up with the NFL in 1998 after hearing about Green Bay Packer Reggie White's efforts to assist local community food programs. Along with events with the Carolina Panthers & Baltimore Ravens, OBI continues to coordinate annual events with the Jacksonville Jaguars (eleven years running), Washington Redskins (eight years) and Kansas City Chiefs and Royals (nine years). In addition to the NFL food distribution events, OBI has also partnered with NBA All-Star and Olympic gold medalist Dwyane Wade and NBA All-Star Chris Paul from the New Orleans Hornets on domestic disaster relief projects.

Anyone interested in learning more or helping to keep OBI's hunger programs delivering nutritious food and essential supplies to thousands facing hunger and poverty, please visit www.ob.org

ABOUT OPERATION BLESSING INTERNATIONAL:

Operation Blessing International (OBI) is one of the largest charities in America, providing strategic disaster relief, medical aid, hunger relief, clean water and community development in 22 countries around the world on a daily basis. In 2009, OBI was awarded Charity Navigator's coveted 4 star rating for sound fiscal management for the fifth year in a row, a feat that only 4% of rated charities have ever achieved. Forbes, which currently ranks OBI as one of "America's 200 Largest Charities" as well as one of "America's Most Efficient Charities," awarded OBI a perfect 100% rating in fundraising efficiency and 99% efficiency in charitable commitment. Additionally, the Chronicle of Philanthropy currently ranks OBI as the 39th largest charity and the 7th largest international charity.

Founded in 1978, Operation Blessing International has touched the lives of more than 215 million people in more than 105 countries and 50 states, providing goods and services valued at over \$2.1 billion to date.

OBI's Hunger Strike Force (HSF) has delivered and given away more than 960 million pounds of food since 1992. Its fleet of trailer trucks transports a weekly average of 2 million pounds of food and relief supplies to a network of 120 community-based partners in the USA. The food is then distributed to roughly 4,400 local food pantries and hunger relief agencies nationwide.

###

Contact:

Chris Roslan

DRC Inc. Public Relations

(212) 966-4600

chris@drcpublicrelations.com