



**San Juan County**  
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## **PRESS RELEASE**

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**For Immediate Release**

### **Local Municipalities Collect Food for ECHO Food Bank**

*San Juan County, NM--* For the 11<sup>th</sup> year, local municipalities are partnering with the ECHO Food Bank for the San Juan County Food Drive Challenge.

Since 2009, employees of the City of Aztec, City of Bloomfield, City of Farmington, Town of Kirtland and San Juan County all compete to see which organization has the biggest heart and can collect the most canned food for folks in need in our community. The San Juan County Food Drive Challenge was started by a San Juan County employee as an internal challenge and has grown to the second-largest food drive every year for Echo Food Bank.

“This is such a fun and innovative way to host a friendly competition that supports the hunger efforts in our community!” said Nanette Pinckney, CEO of Economic Council Helping Others, Inc., “This year ECHO is relying on our giving community more than ever as we work our way through COVID challenges so we can continue to feed hungry citizens of our community. Good luck to everyone!”

To the municipality to collect the most food (calculated in pounds of food donated per employee, to keep it fair) is the coveted Mr. Potato Head Trophy. The City of Bloomfield currently holds the trophy for its first win last year, collecting a total of 2,473 pounds of food. That equates to 37.47 pounds per employee with 66 employees. The friendly competition has netted over 74 tons of canned food (147,992 pounds) since 2009, more than 7 tons of food in 2019 alone. ECHO Food Program staff says the donation comes as holiday boxes for Thanksgiving and Christmas are prepared.

Collection points are set across San Juan County, typically in municipal buildings. Residents are encouraged to make food donations to help their favorite municipality win the Mr. Potato Head Trophy.

Weigh-in and award of the Mr. Potato Head Trophy will take place at ECHO Food Bank, 401 S. Commercial in Farmington, at 11:30 a.m. on November 19, 2020.

Residents may also directly donate to ECHO Food Bank, donations are always accepted. The need is as great as ever, especially for peanut butter, jelly, canned fruits, cereal, cereal bars, pudding cups, soups, stews, ravioli, items that are complete meals or main dishes, canned meats and in this season, holiday meal items. Donations may be dropped off at 401 S. Commercial in Farmington. More information about needed items is online at [EchoInc.org](http://EchoInc.org).