



News Release



For Immediate Release

Contact:

Donna Ragan, Marketing & Communications Manager
704.572.1812
dragan@secondharvest.org

SECOND HARVEST FOOD BANK OF METROLINA JOINS THE QUICKEN LOANS CHARLOTTE COMMUNITY CHALLENGE ON CROWDRISE

Help SHFBM Win \$15,000 by Donating to its CrowdRise Campaign from August 1-31, 2018

(CHARLOTTE, NC) — Second Harvest Food Bank of Metrolina (SHFBM) has joined the **Quicken Loans Charlotte Community Challenge**, a fundraising competition on **CrowdRise**, the largest crowdfunding platform for good. The Quicken Loans Charlotte Community Challenge is a friendly fundraising competition where Charlotte based charities compete to raise the most money with the top teams winning cash prizes from Quicken Loans. Participating organizations will compete for \$50,000 in prize money.

SHFBM has joined the Challenge on CrowdRise in hopes of raising money to support programming that serves over 700 partner non-profit agencies including soup kitchens, emergency pantries, homeless shelters, senior programs, low-income daycares, veteran assistance organizations, and animal rescues in a 19 county service region (14 counties in North Carolina and 5 counties in South Carolina). “We are always looking for ways to do more to help our hungry neighbors,” said Kay Carter, CEO of Second Harvest Food Bank. “We feel so honored to have been selected by Quicken Loan team members as one of the charities competing and hope that this is the beginning of a long partnership.”

The **Quicken Loans Charlotte Community Challenge** launched on **CrowdRise** on August 1st at 12pm ET and runs through August 31st at 1:59:59pm ET. The team that raises the most during the Challenge wins \$15,000. Second place wins \$10,000, 3rd place wins \$5,000, 4th place wins \$2,500, and 5th place wins \$1,000. Weekly Bonus Challenges enable charities to win up to another \$16,500.

CrowdRise Challenges are innovative fundraising competitions for charitable organizations designed to build capacity, create massive engagement and leverage, and use the power of the crowd to provide new meaningful funding streams for organizations in every sector.

To help Second Harvest Food Bank of Metrolina win **Quicken Loans Charlotte Community Challenge** head to <https://www.crowdrise.com/o/en/campaign/second-harvest-food-bank-of-metrolina-qlcharlotte2018>.

###

About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2016-2017, Second Harvest Food Bank of Metrolina distributed over 54 million pounds of food and household items to over 700 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.

SHFBM on Facebook: <https://www.facebook.com/SHmetrolina/>

SHFBM on Twitter: <https://twitter.com/shmetrolina>

SHFBM on Instagram: <https://www.instagram.com/secondharvestmetrolina/>

ABOUT CROWDRISE

CrowdRise is the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. Used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world, CrowdRise enables people to creatively leverage their resources and networks to unlock the power of the crowd to support positive social missions and create massive impact.

Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised hundreds of millions of dollars to date. For more information visit www.CrowdRise.com. In January 2017, CrowdRise merged with GoFundMe to offer both people and organizations the best fundraising tools for any cause they care passionately about.