



**NEWS RELEASE**  
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**Citizens Bank, PawSox and Cox Communications step to the plate to help Rhode Island's Hungry with Striking Out Hunger campaign**

*Strong season by PawSox pitchers results in \$75,000 donation for the Rhode Island Community Food Bank*

**PROVIDENCE, R.I.** – The Pawtucket Red Sox baseball season may be over, but its impact will be felt by thousands of struggling Rhode Islanders thanks to the efforts of Citizens Bank, Cox Communications and the team's strong pitching.

The Citizens Bank Foundation, in partnership with the Pawtucket Red Sox and Cox Communications, presented the Rhode Island Community Food Bank with a \$75,000 donation, reflecting money raised through this year's Striking Out Hunger initiative.

At the start of the baseball season, Citizens Bank, the PawSox and Cox teamed with the Food Bank to announce Striking Out Hunger, an initiative that ran in conjunction with the 2010 baseball season. Each time a PawSox pitcher struck out an opposing player, the Citizens Bank Foundation donated \$75 to the food bank.

"Due to the current state of the economy, the fight against hunger is more critical than ever," said Ned Handy, President, Citizens Bank, Rhode Island. "Citizens Bank is dedicated to giving back to the community and making a difference in the lives of those less fortunate. What better way to help than to provide food to those who need it most."

The PawSox pitching staff finished the 2010 season by recording 1,000 strikeouts, ensuring that the "Striking Out Hunger" campaign met its goal of donating \$75,000 to help the hungry.

"Going into the year, we knew that we had extremely talented pitchers who were ready to take the next step in their development and have great seasons," said Lou Schwechheimer, Vice President & General Manager of the Pawtucket Red Sox. "While we knew they would help us win ballgames, the fact that they also helped so many of our neighbors in need is even more special."

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“As requests for emergency food assistance remain high, particularly at the end of the summer, the continued generosity of Citizens Bank, the PawSox and Cox is a big boost to the Food Bank as we work to meet the increased need,” said Andrew Schiff, CEO of the Rhode Island Community Food Bank.

To help draw public interest, Striking Out Hunger was promoted throughout the season with public service announcements on Cox Communications’ network of cable programmers and the Pawtucket Red Sox Radio Network. The opportunity to further educate the community on the problems of hunger by reaching out and offering a way for the public to help is a key component of this initiative.

“Supporting the communities in which we live and work is a core value of Cox Communications,” said John Wolfe, vice president of public and government affairs, Cox Communications. “We are proud to provide a critical means to raising awareness about the Rhode Island Community Food Bank and its pioneering efforts to end hunger in our state once and for all.”

The Rhode Island Community Food Bank feeds more than 55,000 Rhode Islanders in need each month – a dramatic 50 percent increase in just two years. According to the USDA, nearly 12 percent of all Rhode Island households – one out of eight – are at risk of going hungry.

***About the Rhode Island Community Food Bank***

The Rhode Island Community Food Bank is a nonprofit organization located in Providence, R.I. The food bank solicits, stores and distributes food products donated by supermarkets, wholesalers, food processors, local farmers and community food drives. The food is then distributed to the food bank’s network of emergency food programs. In the past fiscal year, the food bank distributed 9.7 million pounds of food. For more information, please visit [www.rifoodbank.org](http://www.rifoodbank.org)

***About the Citizens Bank Foundation***

Citizens Bank Foundation is a charitable contributions vehicle of Citizens Bank. The foundation’s support is focused on housing, community development and basic human needs. Citizens’ Web site is [citizensbank.com](http://citizensbank.com).

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