

News Release

For immediate release

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Queen City Ex & Regina Food Bank Join Forces to Raise 200,000 Meals

Regina, SK - The Queen City Ex (QCX) presented by SaskTel and the Regina Food Bank are joining forces to once again raise funds at this year's exhibition during a celebrity mini-donut eating competition. The event takes place on Friday, August 4, at 5:30 p.m. in the Brandt Centre.

Building off the success of last year, which saw competitors raise \$63,540 which represents 190,000 meals, our goal is to hit 200,000!

Community leaders with an appetite for competitive fun and making a difference are being challenged to take part. While competing against each other, eaters will put their money where their mouth is against the best eater in the world. The **QCX Eating Contest presented by Harvard Media** is an annual event at the fair and once again legendary competitive eater Joey Chestnut will be back at the Queen City Ex to take part in the fun. Chestnut, the greatest eater in human history, holds 55 World Records across 55 disciplines. He recently won the July 4 Nathan's Hotdog Eating Competition for the 16th time. He is set to beat last year's record and all QCX'ers can come cheer him on!

"The Regina Food Bank is an incredible organization in our city doing necessary work," said Tim Reid, President & CEO of REAL. "Community involvement and support is at the heart of everything we do at REAL and this event and our on-going partnership is very important."

Community leaders are being called on to pledge funds to earn a seat at the table to compete against each other and Joey Chestnut. This year are competitors are being encouraged to involve their organizations to help raise funds.

Funds Raised	Meal Equivalent
\$1,000	3,000
\$2,500	7,500
\$5,000	15,000

Already stepping up to the donuts, are Wayne Morsky, Chair, REAL Board of Directors; Regina Food Bank CEO, John Bailey; Kyle Jeworski, CEO of Viterra; James Mueller, Director of Sales, SK & MB, Great Western Brewery; Ryan Urzada, Owner/CEO Atlas Hotel; and Alicia Morrow, Chief Visionary Officer, The Comeback Society. Mark Johnston of Play92 will emcee the event.

"These donuts are going down! But, most importantly, I can't wait to help raise awareness, donations and be a part of tackling hunger in Regina," said Ryan Urzada, Owner/CEO of The Atlas° Hotel. "The Regina Food Bank truly exemplifies a local organization that cares about our community and those in it."

The event last year was a rousing success and all fair goers are encouraged to attend. Funds from the mini-donut eating competition will support access to healthy food for over 12,500 Food Bank users across Regina. Regina Food Bank is funded entirely by donors and community investment partners. "Queen City Ex has always been the place to

be for excitement and family memories. Better yet, it is also a place where we build community and fight hunger,” said John Bailey, CEO, Regina Food Bank. “Over the last two years demand for our services has more than doubled. Our community champions like REAL District, and our mini donut competitors are truly feeding hope, and we are grateful.”

Donors and supporters can visit reginafoodbank.ca to donate in support of the competitors reaching their pledge goal.

A QCX pass for Friday includes admission to witness this gastronomic gathering. For passes and information on the Queen City Ex visit queencityex.com.

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