

Lands' End: "Pulls" community together to fight hunger

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Lands' End and Second Harvest Foodbank of Southern Wisconsin, along with NBC15, have teamed up for National Hunger Action Month. On September 14 a team lead by Jerome Griffith, CEO of Lands' End, will compete in a game of "Tug of War" against the Dodgeville High School football team to raise money for Second Harvest Food Bank.

WHEN: Thursday, September 14, 2017

Time: 2:30pm festivities begin, 2:45pm game of "Tug of War" begins

WHERE: Dodgeville High School Football Field

912 W Chapel St, Dodgeville, WI 53533

In the event of rain, the Tug of War game will be held in the Dodgeville High School Gym.

Event Visuals:

- * Game of Tug of War against Lands' End and Dodgeville High School Football Team
- * Community Members and Lands' End employees wearing orange to bring awareness and raise money for Second Harvest Food Bank

Interview Opportunities:

- * Jerome Griffith- CEO of Lands' End (available upon request)
- * Dan Stein- CEO of Second Harvest Food Bank (available upon request)
- * Michele Casper- Vice President of Public Relations and Brand Marketing

Additional Information:

- * Throughout the day, Lands' End will be encouraging people to upload pictures of themselves wearing orange to the NBC 15 Facebook page (www.facebook.com/nbc15madison)<<http://www.facebook.com/nbc15madison>>.
- For every photo posted, Lands' End will donate 23 meals to the Second Harvest Foodbank