

## **NEWS RELEASE**

October 15, 2012

# **Scouting for Food Celebrates 25 Years of Helping Families**

Appleton, Wis. (October 15, 2012) – The Bay-Lakes Council of the Boy Scouts of America hopes you join them in honoring the 25<sup>th</sup> year of the Scouting for Food campaign with a record collection year. Now is the time to join Boy Scouts of America, as they deliver on Scouting’s “Good Turn” motto by participating in the annual campaign in northeast Wisconsin and Michigan’s Upper Peninsula. The Scouting for Food campaign is the largest single day food collection program in the state of Wisconsin. Last year, 471,412 containers of food were collected. The goal for 2012 is 500,000 containers.

Joe DiMartino, President & CEO of Integrity Insurance in the Fox Cities is once again serving as Council Chair for this year’s effort. “There continues to be record pressure on local food pantries to support families in need. The Scouting for Food drive is a critical community effort that has a positive impact on our friends and neighbors throughout northeastern Wisconsin and Michigan’s Upper Peninsula,” said DiMartino. Several local businesses including Integrity Insurance are holding internal food drives to further boost donations for this year’s campaign.

Food collection bags were distributed by the Scouts to the 35 counties that make up northeast Wisconsin and Michigan’s Upper Peninsula on Saturday, Oct. 13. Scouts will collect the filled bags that were provided or any type of bag that is placed on the curb this coming Saturday, Oct. 20th. Again this year, the Bay-Lakes Council will generate additional public awareness by partnering with local grocery stores and Scouting charter organizations, as well as adding social media communication to support the drive.

The Scouts offer their Sincere thanks to the J.J. Keller Foundation, Inc. for providing a grant to fund the bags for this year’s Scouting for Food effort. Other support comes from Integrity Insurance, Belson Company, Hepburn Bootstrap Foundation, and Fox Valley Technical College.

Make your plans now to support the Scouts’ commitment to our community and participate in this week’s drive.

### **About Integrity Insurance**

Integrity Insurance established in 1933 is based in Appleton, Wisconsin. Integrity offers auto, home and business insurance through a network of independent agents throughout Iowa, Minnesota and Wisconsin. With an affiliate partner Grange Insurance based in Columbus, Ohio — the enterprise has \$2 billion in assets and \$1.0 billion in annual revenue and holds an AM Best rating of “A” Excellent. For more information, visit [www.integrityinsurance.com](http://www.integrityinsurance.com).

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