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## **ECSD MEDIA ADVISORY**

Jan. 17, 2017

### **Backpack Project USA to Receive Generous Donation from Fishing Club *Donation to benefit Escambia County students***

Pensacola, FL: Members of the Pensacola Big Game Fishing Club of Pensacola will make a visit to the J.E. Hall Center, **Wednesday, Jan. 18 at 4:00 p.m.** (to Room 160) to meet with representatives from the Escambia County School District's Maintenance Department and students from the International Baccalaureate Program at Pensacola High School. The mission of this "fishing trip" doesn't include water, or rods, or hooks because the Clubs members are already *hooked* on supporting this worthy cause.

The cause is the Escambia County Backpack Project USA. The program was started a few years ago as a way to help students who are identified by their schools as being at risk of not getting enough to eat over the weekend. Through donations and funds raised at their annual Family Fishing Rodeo, held on Labor Day Weekend, the Maintenance Department started the program. More recently students from the IB Program at PHS joined the team. A group of four members of the Class of 2016 created the web site and planned three ways to raise funds. The founders have all moved on to college and a new group of seniors, Class of 2017, are onboard.

**Through the connections to local fishing enthusiasts, the PBGFC learned about the cause, the goals and the funds needed. On Wednesday, Jan. 18, they will make a sizable donation to the backpack project.**

**Our local media are encouraged to attend the check presentation and to hear an update on Backpack Project USA.**

For more information about the Escambia County Backpack Project, and how you can help, go to: [Backpackproject.usa](http://Backpackproject.usa)

For more information about the Pensacola Big Game Fishing Club go to: [pbgfc.com](http://pbgfc.com).

***From Kim ---***

***A few additional details I am hoping will help you decide to cover this event:***

***Currently the program works to help students in 14 ECSD schools and 376 students.***

***This donation will be approximately \$6000.00.***

***Each Friday portion of food costs about \$2.25. So this donation can fill over 2,600 "backpacks."***

***I will post photos on the Escambia Schools Public Relations page on Facebook.***

Media queries about Escambia County School District topics should be directed to Kim Stefansson, at 850-469-6219 or [kstefansson@escambia.k12.fl.us](mailto:kstefansson@escambia.k12.fl.us). Like ECSD on Facebook at [www.facebook.com/ecsdfl](http://www.facebook.com/ecsdfl)

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