



FOR IMMEDIATE RELEASE

Contact: Kim Davis
Tel: 713.797.0017
Fax: 713.797.0093
Email: kim@thekdcompany.com

**THE BEYONCE' EXPERIENCE TOUR OFFERS FOOD DRIVES IN
CONJUNCTION WITH PASTOR RUDY, (NAME OF FOOD BANK)
AND THE SURVIVOR FOUNDATIION**

Food Drive To Be Held at Singer's Concert at the (name of venue)

(CITY, DATE) – American singer, songwriter and actress Beyonce' announced today that she is supporting her minister and friend Pastor Rudy Rasmus, America's Second Harvest—The Nation's Food Bank Network and the (NAME OF FOOD BANK) by sponsoring a pre-concert food donation drive as part of her Beyonce' Experience Tour at (NAME OF VENUE) on (DATE).

The first 1,000 fans to drop off non-perishable food item will receive an autographed photo of Beyonce'. Fans attending the concert that make donations will be given a raffle ticket for a chance to have their seats upgraded.

The food drive will begin outside the (VENUE) at (TIME), so that as many donations as possible can be collected to help feed hungry people in the (CITY) area. Bins will also be placed inside the (VENUE) for ticket holders to donate when they attend the Beyonce' Experience Tour.

Beyonce' says, "Hunger affects every community in the United States. That's why I'm using my Tour and Survivor Foundation to bring attention to domestic hunger. I'm joining forces with Pastor Rudy and America's Second Harvest – The Nation's Food Bank Network to fight hunger."

She goes on to say, "Hunger hits families where both parents are working but struggle to make ends meet; hunger affects seniors who find themselves with limited access to

transportation and food; and hunger affects more than 12 million children who may not know where they will find their next meal.”

Beyonce grew up attending St. John’s Church with Pastor Rudy, where she learned at a young age the importance of reaching out and helping those who are less fortunate. It’s that upbringing that spurred the birth of her Survivor Foundation. In fact, Pastor Rudy is the author of a new book entitled “Touch: The Power of Touch in Transforming Lives” which profiles his unique brand of faith sharing and radical hospitality and a new music project (the book’s sound track) entitled “The Pastor Rudy Experience.”

“Reaching out and touching lives is incredibly empowering. That’s why I want my fans to experience more than my music this summer. I want them to experience the joy of making a difference by helping someone else,” said Beyonce.

More than 35 million Americans are struggling with limited access to food, and the problem of hunger in the United States is growing.

“I want my Tour and Survivor Foundation to encourage people to get involved in the fight against domestic hunger, Pastor Rudy’s ongoing mission to help the least among us and the work of America’s Second Harvest. Any help – donating time, money or food – will make an enormous difference. You can find out more at www.beyonce.com, www.pastorrudy.net, www.thesurvivorfoundation.org , www.spiritrisingmusic.com or www.secondharvest.org,”

Please bring a can, box or jar of food -- no glass please