



FOR IMMEDIATE RELEASE

Media Contacts: Eloise E. Rodriguez
Bristol PR & Communications
Cell. 786.326.2221
eloise@bristolpr.com

Carol Crisafi
Bristol PR & Communications
Cell. 786.210.7525
carol@bristolpr.com

THE YOUTH FAIR AND UNITEDHEALTHCARE SOUTH FLORIDA PARTNER WITH MIAMI RESCUE MISSION TO FIGHT HUNGER IN SOUTH FLORIDA

Together They Collected More Than 10,000 Donations and 10,000 lbs Worth of Canned Foods

MIAMI, FL – April 13, 2015 - The Miami-Dade County Youth Fair & Exposition, together with Miami Rescue Mission | Broward Outreach Centers and United Healthcare joined forces to help feed the hungry of South Florida, while offering Youth Fair guests an opportunity to support the cause and earn a special discount.

The Give a Meal, Get a Deal offer began on Friday, March 13th, and continued until the end of The Fair on Sunday, April 5th. The contents of these containers were collected periodically and were used to benefit the hungry of South Florida. Fairgoers who brought two cans of food per person to the designated tent area in the front gate area, received a coupon that could then be presented at any Main Gate Ticket Booth in order to receive a discount off admission.

UnitedHealthcare South Florida employees contributed to the Give a Meal, Get a Deal program by donating more than 700 canned goods. During a one month period this spring, 500+ employees who brought canned goods to designated collection stations received a \$4 discount on admission to the Youth Fair for every two cans donated. UnitedHealthcare South Florida employees also gave monetary donations that were then used to purchase canned goods for the food drive.

UnitedHealthcare South Florida is part of UnitedHealthcare Medicare & Retirement, the largest business dedicated to the health and well-being of seniors and other Medicare beneficiaries. The company serves nearly one in five Medicare beneficiaries.

Miami Rescue Mission, Inc. (MRM), a Florida nonprofit corporation, is a charitable faith-based agency providing spiritual, physical, and social services to the poor and needy; including homeless men, women, and children. Its purposes are fulfilled through several centers in Miami-Dade and Broward counties. Their mission is to transform lives of

- more -

homeless men, women and children through comprehensive residential programs to effect lasting change and empower them to be productive members of society.

For more information, visit www.FairExpo.com or call (305) 223-7060.

About the Miami-Dade County Youth Fair & Exposition

The Miami-Dade County Fair & Exposition, known for generations as The Youth Fair, is a private, not-for-profit organization that has donated more than \$10 million in scholarships, awards and cash premiums to Miami-Dade students and is dedicated to supporting education and South Florida agriculture. For more information, please visit www.fairexpo.com or call (305) 223-7060.

###