

Partnerships Make Hometown Huddle a Success

By Brandon Seng, Communication Manager, ConnectMichigan Alliance



DETROIT- The George W. Romney Volunteer Center located within the United Way for Southeastern Michigan teamed up with several organizations to host the 8th annual Hometown Huddle Tuesday, Dec. 5, at Ford Field. The event partnered the volunteer center with the Detroit Lions, Lift Up America, Gleaners Community Food Bank and Tyson Foods, Inc. Hometown Huddle annually feeds thousands of metro Detroit's hungry.

Gate A at Ford Field was transformed into a temporary loading dock, with local organizations lining up on Brush St. to receive donations. 20,000 pounds of frozen chicken donated by Tyson Foods, Inc. along with 1,000 cans of Chunky Soup from Campbell's® Chunky™ and 3,000 battery packs, courtesy of Interstate Batteries were distributed at the event.

United Way volunteer center volunteers and Detroit Lions' players loaded donations into the vehicles of more than 30 nonprofit agencies that run food pantries. Through Hometown Huddle, those agencies will be equipped to help approximately 2,000 metro Detroit families in time for the holidays.

"The NFL and the Lions have had a long and rewarding relationship with United Way nationally and locally," said Tom Lewand, executive vice president & COO, Detroit Lions. "We are thrilled to be able to use Hometown Huddle to address hunger and feed thousands of people right here at home."

Hometown Huddle celebrates a 33-year partnership with United Way and the NFL. It supports both organizations' work to make a positive and lasting impact on Southeastern Michigan. Lift Up America works with corporations and professional sports teams to provide far-reaching aid to the less fortunate.

"We are very grateful to partner with the Detroit Lions, Lift Up America, Tyson Foods and Gleaners Community Food Bank whose compassion for others is evident by their missions and service to those in need," said Michael J. Brennan, president & CEO, United Way for Southeastern Michigan. "Partnerships such as this one demonstrate the tremendous impact we can make in the lives of others when we work together."