



**2009 TASTE OF THE NFL EVENT TO BENEFIT THE VIKINGS CHILDREN'S FUND  
SUMMER LUNCH PROGRAM IN PARTNERSHIP WITH SECOND HARVEST HEARTLAND**

The Minnesota Vikings will host the annual Taste of the NFL event at International Market Square on Monday, November 2<sup>nd</sup> from 6:00 – 9:00 PM. Rub elbows with your favorite Vikings players, taste the finest food and wine the Twin Cities has to offer and support a great cause. The strolling food and wine event will feature the following:

- Appearances by Vikings players, cheerleaders and alumni
- Sample food from 14 of the top restaurants in the Twin Cities
- Beverages provided by E&J Gallo, MillerCoors, and Pepsi
- Exciting silent auction items
- Vikings autograph sessions
- Raffle tickets for your chance to win a trip to the National Taste of the NFL event and Super Bowl XLIV in South Florida
- Celebrity judges and guests voting on best restaurant of the evening

A limited number of tickets are still available. Ticket prices are \$175 and can be purchased by calling the Vikings Ticket Office at 612.338.4537.

**Featured Silent Auction Items – Five plates illustrated by children, judged and signed by Vikings players**

To help expand the Vikings Children's Fund Summer Lunch Program, 300 local kids illustrated their thoughts on hunger. Vikings players then picked five winners. Attendees will have the chance to bid on a beautiful, meaningful work of art autographed by a Minnesota Viking, while directly influencing the lives of our community's children. The child artists were also moved by this program. When asked about their thoughts about their plate being selected and offered for silent auction, Madison Klecker, age 6, said "I feel really happy because the kids will have food to eat".

**About the Vikings Children's Fund Summer Lunch Program**

The Vikings Children's Fund will donate all proceeds to expand its Summer Lunch Program in partnership with Second Harvest Heartland. Proceeds from the 2008 Taste of the NFL event helped distribute nearly 200,000 additional meals this past summer. The Vikings and Second Harvest Heartland goal is to continue to provide meals to children in need by raising money during the 2009 Taste of the NFL event.

### **About Second Harvest Heartland**

Second Harvest Heartland is the fourth largest Feeding America member food bank in the United States, with a mission of ending hunger through community partnerships. Nearly 50 million pounds of grocery products were distributed in the last 12 months, helping feed 77% of the hungry in Second Harvest Heartland's 59-county service area in Minnesota and western Wisconsin. For each \$1 donated, Second Harvest Heartland can distribute more than \$9 worth of grocery products for those in need. For further information, visit [www.2harvest.org](http://www.2harvest.org) or call 651.484.5117.

### **About the Taste of the NFL**

The first Taste of the NFL was held in Minnesota in 1992. It has since grown to become a highlight of Super Bowl Weekend, being held each year in the Big Game's host city. To date, the event has raised over \$6.8 million for hunger relief groups. Many NFL cities and states, such as Minnesota, also take the opportunity to host their own celebrity event during the football season.

### **Taste of the NFL Partners**

Second Harvest Heartland, E&J Gallo Wine, MillerCoors, Pepsi, Caribou Coffee, Clear Channel and Expressions MD