



PO Box 192
Front Royal, VA 22630
540-665-9595 ♦ 540-635-4121

Community comes together for successful Camping for Hunger food drive

For the eighth consecutive year, The River 95.3/WZRV hosted 'Camping for Hunger,' to raise food, monetary donations and awareness of hunger in the northern Shenandoah Valley.

Staff members spent days (and nights) between Monday, November 14th and Saturday, November 19th camping in a stripped-down school bus at the Royal Plaza Shopping Center in Front Royal. During the week-long campout, The River 95.3 broadcasts live asking for community support and donations for Front Royal/Warren County C-CAP's food pantry.

The annual Camping for Hunger food drive is part of the station's ongoing commitment to make a difference in the community each year, per Royal Broadcasting's president and owner Andrew Shearer. Donation totals this year exceeded expectations with almost 10 tons of food collected and over \$7000 in cash donations. "This year's Camping for Hunger success is truly due to a community-wide effort to care for each other. I can't tell you the number of people who donated this year because they were able to and in year's past they may have been on assistance. That's an amazing story. I couldn't be more pleased with the efforts of the River 95.3 staff and anyone who played a part in this year's success," says Shearer.

The entire community came together including government organizations such as Warren County Administrator, Doug Stanley challenging Front Royal Town Manager Steve Burke to a "collection contest" where the County collected several hundred pounds of food and was declared the clear winner. Local businesses also jumped in collecting several thousand pounds through their employees, customers and even purchasing food themselves. "Day after day, people stopped by the bus, some with one or two cans, some with one or two bags and some with a trunk-full, all to help their neighbors. This is what I envisioned when I came up with the idea 8 years ago. It's grown beyond my imagination each year and I'm proud to watch our community come together the way it does with this campaign year after year," says Joe Woodall, Production Manager for The River 95.3/WZRV.

For more information about the Camping for Hunger campaign, visit our website: <http://theriver953.com/campingforhunger/> or send an email to campingforhunger@theriver953.com.