



SACRAMENTO FOOD BANK & FAMILY SERVICES

Serving Sacramento's families in need since 1976

FOR IMMEDIATE RELEASE

October 5, 2009

Contact: Kelly Siefkin

(916) 456-1980 or (916) 752-0442

kelly@sfbs.org

WIN A \$25,000 DIAMOND RING FOR JUST \$5

SACRAMENTO, CA – Rogers Jewelry Co. and Sacramento Food Bank & Family Services (SFBFS) hosted Race for the Rock in June. This text message-based scavenger hunt sent nearly 1,000 individuals searching through downtown Sacramento for a hidden Hearts on Fire diamond ring worth \$25,000. The diamond ring donated by Rogers Jewelry Co. was found by Andrea Stirling and AJ Elftmann in just under two hours.

Andrea and AJ, who have been dating for a year and a half, are Sacramento natives and heard about the event because of their regular participation in the Run to Feed the Hungry. "The Race for the Rock was a very memorable experience, we definitely had our competitive moments and we were exhausted by the end, but overall we had so much fun racing up and down the streets of Sacramento racking our brains for answers. It was a perfect day to be out on our bikes and all for a great cause," shares Andrea. When asked what it felt like to win, she exclaimed "SHOCKING! I don't think I stopped shaking until the next day." The win was especially wonderful as AJ just celebrated his 2 year mark of remission from cancer in April.

But the story gets better.

Just a few weeks after winning Race for the Rock, the couple made the decision to donate the diamond ring to SFBFS to be used as a fundraiser to help families in need. "The ring has just been sitting in its box and donating it is the best thing to do. I know the money raised from an event around this ring could help provide food, clothing and education to families in need right now," says Andrea.

SFBFS is now hosting a raffle for the ring – Raffle for the Rock.

Raffle for the Rock tickets are \$5 each. There is no limit to the number of tickets you may purchase, but you must be 18 years of age to participate. Tickets for sale Sept 15 – December 30, 2009.

Tickets are for sale at the following locations. Please stop by to purchase raffle tickets, take a tour or learn how to become more involved with SFBFS:

* SFBFS' Oak Park location – 3333 Third Ave, Sac, CA 95817. Mon-Fri 8-4 (916) 456-1980

* SFBFS' North Sac location – 2469 Rio Linda Blvd, Sac, CA 95815. Mon-Fri 9-5 (916) 648-8736

* All Sacramento Rogers Jewelry Co. locations – www.thinkrogers.com

* All Sacramento REI locations the week prior to Thanksgiving

* Run to Feed the Hungry – Near Sac State entrance, Thanksgiving Day 7am-noon

The Raffle for the Rock drawing will be held on January 4, 2010. Several other prizes from Rogers Jewelry Co. will be raffled off as well. The 2nd annual Race for the Rock is scheduled for June 5, 2010.

Sacramento Food Bank & Family Services is a local non-profit organization, serving families and individuals in need. Additional SFBFS information is available online at www.sacramentofoodbank.org
