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**FOR IMMEDIATE RELEASE**

**Clemson and USC Kick-off Palmetto Series Food Drive to Benefit Harvest Hope and Golden Harvest**

SOUTH CAROLINA (October 31, 2016) – Today, the University of South Carolina and Clemson University launched the Certified SC Grown Palmetto Series Food Drive in a coordinated effort to benefit Harvest Hope Food Bank and Golden Harvest Food Bank and tackle hunger within their communities. The winner of this match-up will be announced at the Clemson vs. Carolina football game on November 26.

“It’s always great to see two rivals come together for a common cause in the Palmetto Series. Having a canned food drive as part of the series is a great way to help everyone recognize and meet the needs of the hungry in our state,” said Harvest Hope Food Bank CEO Denise Holland. “Seeing the schools’ appetite for victory turned into a drive to end hunger is a win for everyone involved. I’m excited to see what the students, fans, and teams will do to help their neighbors who struggle with hunger on a daily basis.”

The University that raises the most donations in non-perishable foods by November 21 will earn a point for their school towards the 2016-17 Certified SC Grown Palmetto Series standings. Collected food donations between the two schools will be measured in pounds, and money donated will be converted to a number of pounds via an equation used by Harvest Hope and Golden Harvest.

“Golden Harvest is thrilled for another amazing year of the Palmetto Series Food Drive,” said Travis McNeal, Executive Director of Golden Harvest Food Bank. “We know the Clemson and USC students and fans have the grit and drive to change the world, and we’re excited to see our communities support their efforts to feed the hungry right here in South Carolina.”

In South Carolina, one in six South Carolina families struggles to find where the next meal will come from, and one in four children will go to bed hungry every night. By participating in the Palmetto Series Food Drive, Gamecock and Clemson fans alike will come together to fight the statewide battle of food insecurities and support Harvest Hope and Golden Harvest.

To participate in the food drive, Gamecock and Clemson fans alike are invited to donate canned goods at the following participating BI-LO stores:

- BI-LO 5270 (2901 S Main St, Anderson, SC)
- BI-LO 5277 (1704 E Greenville St, Anderson, SC)
- BI-LO 5709 (4405 Hwy 24, Anderson, SC)

- BI-LO 5539 (501 Old Greenville Hwy, Clemson, SC)
- BI-LO 5282 (4464 Devine St, Columbia, SC)
- BI-LO 5615 (2349 Augusta Rd, West Columbia, SC)
- BI-LO 5723 (300 Knox Abbot Dr., Cayce, SC)
- BI-LO 5578 (2453 Charleston Highway, Cayce, SC)

South Carolinians are also invited to visit any of the on-campus collection points at the two Universities – or visit <http://www.scfoodbankassociation.org/palmetto-series> for more program details and/or to donate online.

To donate \$10 via text, Gamecock fans can text HHFB Cocks to 501501 – and Clemson fans can text HHFB Tigers to 501501.

“South Carolina’s farmers have dedicated their lives to feeding people,” said Commissioner Hugh Weathers. “We work every day to help grow healthy food for families across the state and beyond. We’re honored to help fight the hunger issues across South Carolina and help put food on the tables of our neighbors in need.”

To learn more about the Palmetto Series, visit [www.palmettoseries.com](http://www.palmettoseries.com). You can also connect online with the Palmetto Series on Facebook (/PalmettoSeries), Twitter (@PalmettoSeries) and Instagram (@PalmettoSeries).

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