

**FOR IMMEDIATE RELEASE:  
SERVING UP HOPE LUNCHEON  
AT THE DENVER MERCHANDISE MART**



On Tuesday, November 8, 2011, thirteen Colorado hospitality organizations joined forces for the 18<sup>th</sup> Annual Serving Up Hope Luncheon (formerly Network for the Needy Luncheon) and raised \$22,000 for Food Bank of the Rockies' Denver's Table program.

Serving Up Hope is sponsored by the Meetings Industry Council of Colorado ([www.mic-colorado.org](http://www.mic-colorado.org)). MIC is a coalition of professional meetings industry-related organizations. Incorporated in 2000, MIC is a partnership between 13 national and local member organizations either founded in Colorado or within state chapters. Its underlying purpose is to strengthen the relationships among participating organizations through increased communication.

This year's event set a record attendance with 640 industry professional attending! The luncheon featured emcee Reggie Rivers, former Denver Bronco, media personality, motivational speaker, author and respected community advocate who took time from his busy schedule to be part of this important cause for the second year in a row.

Chefs from local hotels, restaurants and catering companies put their best 'food' forward, tempting attendees with their appealing appetizers, exquisite entrées and delectable desserts. Local food critics and fellow chefs awarded prizes in four categories (appetizer/salad, entrée, dessert, and presentation) to the best entries. Culinary awards were given to the Hilton Garden Inn Zink Bar & Patio for Best Appetizer, Le Grand Bistro for Best Entrée, two time winner Metropolitan State College of Denver for Best Dessert, and the best culinary station presentation went to the Hilton Garden Inn Zink Bar & Patio. Winners received an award tile with artwork designed by Alondra Zamora, age 11. Alondra is a participant in the Denver Rustlers Kid's Café, a program sponsored by The Food Bank of the Rockies. She was also present at the event and was honored on stage by Reggie.

The special Serving Up Hope committee is a group of dedicated and compassionate individuals from the hospitality industry who work together to create a wonderful event with delicious food and fun for a great cause. Everything is donated, so 100% of the proceeds benefit Food Bank of the Rockies and its Denver's Table program. This year the final check written to Food Bank of the Rockies was for \$22,000!

Food Bank of the Rockies distributed over 39.4 million pounds of food to more than 1,100 hunger-relief programs in Fiscal Year 2011. Its Denver's Table program collects donations of prepared food from restaurants and caterers, as well as perishable foods from local grocers, and delivers it to agencies serving meals to the needy. Last year, Denver's Table safely picked up 5.2 million pounds of food and their agencies served more than 4 million meals to less fortunate children, seniors and families; food that otherwise would have been thrown away.

An additional element of the Serving Up Hope event is the annual food drive competition between the 13 MIC organizations. This year, over 12,000 pounds of food was donated by attendees – this food is in addition to the \$22,000 raised by the luncheon. Awards for the most food donated per member were given to two organizations – Christian Meetings and Conventions Association (CMCA) for the organization with less than 125 members and Meeting Professionals International Rocky Mountain Chapter (MPIRMC) for the organization with more than 125 members.

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