

Smithfield and San Diego Chargers Melvin Ingram and Casey Hayward Help Donate Over 36,000 Pounds of Protein to Feeding America San Diego

Shot List

Smithfield and San Diego Football Stars Melvin Ingram and Casey Hayward Helped Donate Over 36,000 Pounds of Protein to Feeding America San Diego B-Roll Shot List

San Diego, 13 May 2016

1. Smithfield Truck
2. Pan from Smithfield truck to Feeding America truck
3. Al Brislain, CEO, Feeding America San Diego

Press Conference Remarks: “We’re so excited about this opportunity. You know there’s 150,000 kids that are food insecure right here in San Diego county and for a lot of those kids protein is something that they don’t get that much of.”

4. Kendra Doyel, Vice President, Public Affairs, Ralphs/Food 4 Less

Press Conference Remarks: “Last year Ralphs and Food 4 Less donated over 5 million pounds of food to our Feeding America partners through our perishable donation program and we know what a difference that makes.”

5. Diana Souder, Senior PR Manager, Smithfield

Press Conference Remarks: “We pledged to make 30 or more stops this year alone which equals for 3.4 million servings of protein that we will donate to Feeding America food banks this year across the country.”

6. Melvin Ingram (R), Linebacker, San Diego Chargers

Press Conference Remarks: “So I know what it feels like to just come from a low income background and not know if you’re going to be able to eat or not knowing if your mother is going to be able to provide food so it’s just a blessing and an honor for me to be here.”

7. Casey Hayward (L), Cornerback, San Diego Chargers

Press Conference Remarks: “I feel like our purpose is so much bigger than football and to start here my first year in San Diego to come in and help with this great comeback with giving a lot of food away with Smithfield—36,000 pounds of food; pure protein and a 140,000 servings is great for us.”

8. Truck door is rolled up and donation is revealed

9. Donation hand-to-hand line medium

10. Donation hand-to-hand line close up of hands

11. Donation bins being filled

12. From left: Casey Hayward, Melvin Ingram and Kendra Doyel in donation line

13. Helping Hungry Homes Sticker placed on U.S. Map

14. From left, Casey Hayward and Melvin Ingram pose for pictures

15. Forklifts unloading the rest of the donated products

16. Forklifts unloading the rest of the donated products from the truck

17. Pan from signage to donation map

18. Product

19. SOUNDBITE (English) Melvin Ingram

“I’m here with my teammate Casey Hayward and we have partnered with Smithfield to donate 36,000 pounds of protein to Feeding America San Diego which is equivalent to 140,000 servings.”

20. SOUNDBITE (English) Casey Hayward

“To give back to a great city that we play in to help hungry families and people in need we felt like it was a great opportunity to team up with Smithfield.”

21. SOUNDBITE (English) Melvin Ingram

“Giving back to the community is amazing because on the field we try to give our all and in the community we try to give our all.”

22. SOUNDBITE (English) Diana Souder

“The Smithfield Helping Hungry Homes program is here in San Diego today to donate 36,000 pounds of protein to Feeding America San Diego. We’re here in partnership with Ralphs and Food 4 Less as well as two San Diego Chargers, Melvin Ingram and Casey Hayward.”

23. SOUNDBITE (English) Diana Souder

“I was playing in a park recently with my nephew and he tugged on my shirt and said he was hungry and I said, ‘No problem we’ll get you in the car and take you to get something to eat’ and imagine if that was your child who told you that he was hungry and you couldn’t feed him. That’s why we do this. We’re a food company. It’s what we do. We feed people.”

24. SOUNDBITE (English) Al Bristain

“This is protein, we don’t get protein donated all that often so when we can get good protein for the families facing hunger that we serve, that’s really a special day for us.”

25. SOUNDBITE (English) Kendra Doyel

“Ralphs and Food 4 Less proudly serve in the San Diego market with many many stores in many different communities and so our associates also live and work in this area as well and we know that our military families our serving our country and they’re living in this community as well and so we want to make sure we’re not only giving back to them but to our friends and neighbors as well in need in San Diego.