

Media Advisory



November 1, 2023

You are invited to the 2023 Operation Freebird.

Adams County, Colo. (November 1st, 2023):

The Adams County Sheriff's Office, in conjunction with Food Bank of the Rockies, will host the 19th annual Operation Freebird on November 18th, 2023, at Mountain States Toyota (201 W. 70th Ave., Denver, CO) from 10 AM – 2 PM.

We will give back to people experiencing hunger in Adams County with over 40 community partners. Each family that attends this event will receive a food box containing everything needed for a complete holiday meal, including a Butter Ball turkey voucher. Those attending will have the opportunity to receive free health screenings, dental screenings, vaccinations, mental health services, and various other Adams County programs for employment assistance, childcare programs, and more. In our efforts to reduce hunger in Adams County, we have connected with multiple businesses and organizations in our community to ensure Operation Freebird is a success.

This event will serve approximately 800 families on-site or until supplies run out. Sheriff Gene Claps said, "Operation Freebird is an incredible opportunity for the Sheriff's Office to collaborate with great partners like Mountain States Toyota, Food Bank of the Rockies, and other stakeholders to give back to our communities and help make these holidays special. This is also a great opportunity for our staff to connect directly with the community members they serve daily."

"We are seeing more need now than before the pandemic. To meet the needs of our neighbors experiencing hunger, we are spending triple what we were pre-COVID on food purchasing every month," said Aditi Desai, Chief Marketing Officer at Food Bank of the Rockies. "We've been able to meet the increased demand thanks to inspired support from community members. We are thrilled to partner again with the Adams County Sheriff's Office to ensure families and individuals have one less thing to worry about and can focus on enjoying the holidays with their loved ones."

-End-

Representatives from the Adams County Sheriff's Office and Food Bank of the Rockies will be available to the media from 10 A.M. to 11 A.M. during the event for on-camera interviews, event details, etc.

Please let us know if you plan to have media members in attendance so we can coordinate with you to accommodate your team members best.

For more information on this event, please contact

Adams County Sheriff's Office
Community Connections Team (CCT)
communityconnections@adcogov.org

Joanna Wise, Press Relations Manager at Food Bank of the Rockies, jwise@foodbankrockies.org, 719-985-7724

Aditi Desai, Chief Marketing Officer at Food Bank of the Rockies, adesai@foodbankrockies.org, 973-919-0109

Food Bank of the Rockies is the largest hunger-relief organization in the Rocky Mountain region. Since 1978, we've put the power of community to work for our neighbors in need. Through partnerships. Through programs. Through people. Through you. Everything we do is fueled by the support of our community and donors, and 96 cents of every dollar goes directly to distribution. With support from our community, we distribute enough food daily for over 181,500 meals. For more information: foodbankrockies.org.