



# Media Advisory

**November 20, 2024**

## **You are invited to the 2024 Operation Freebird.**

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Adams County, Colo. (November 20<sup>th</sup>, 2024):

The Adams County Sheriff's Office, in partnership with Food Bank of the Rockies, will host the 20<sup>th</sup> annual Operation Freebird on November 23<sup>rd</sup>, 2024, at Mountain States Toyota (201 W. 70<sup>th</sup> Ave., Denver, CO) from 10 AM – 2 PM or until supplies last.

Operation Freebird will unite over 30 community partners to support people experiencing hunger in Adams County. Each family attending the event will receive a food box containing everything needed for a complete holiday meal, including a Butter Ball turkey voucher (which can be used for any Butterball product, like turkey). This event is expected to serve up to 1000 families on-site, and the food boxes will be distributed on a first-come, first-served basis.

In addition to food assistance, attendees 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, veterinary services for pets, 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.

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."

"Food insecurity here in Colorado has reached the highest level we've seen in a decade. Partnerships like this have never been more critical to ensure we can continue meeting the need for food assistance, especially during the holidays when a meal with family and friends means even more to our community members. We're grateful for the Adams County Sheriff's Office and Mountain States Toyota. They are fueling our mission during a critical time," remarked Erin Pulling, President and CEO of Food Bank of the Rockies.

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Representatives from the Adams County Sheriff's Office and Food Bank of the Rockies will be available to the media from 9 A.M. to 10 A.M. during the event for on-camera interviews, event details, etc. Morning live shot interviews will also be available upon advanced request.

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

Sergeant Adam Sherman, Public Information Officer for the Adams County Sheriff's Office,  
[ASherman@adcogov.org](mailto:ASherman@adcogov.org), 303-655-3223

Joanna Wise, Press Relations Manager at Food Bank of the Rockies, [jwise@foodbankrockies.org](mailto:jwise@foodbankrockies.org), 719-985-7724

#### About Foodbank of the Rockies

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 179,000 meals. For more information: [foodbankrockies.org](http://foodbankrockies.org).



Dear Operation Freebird media partner,

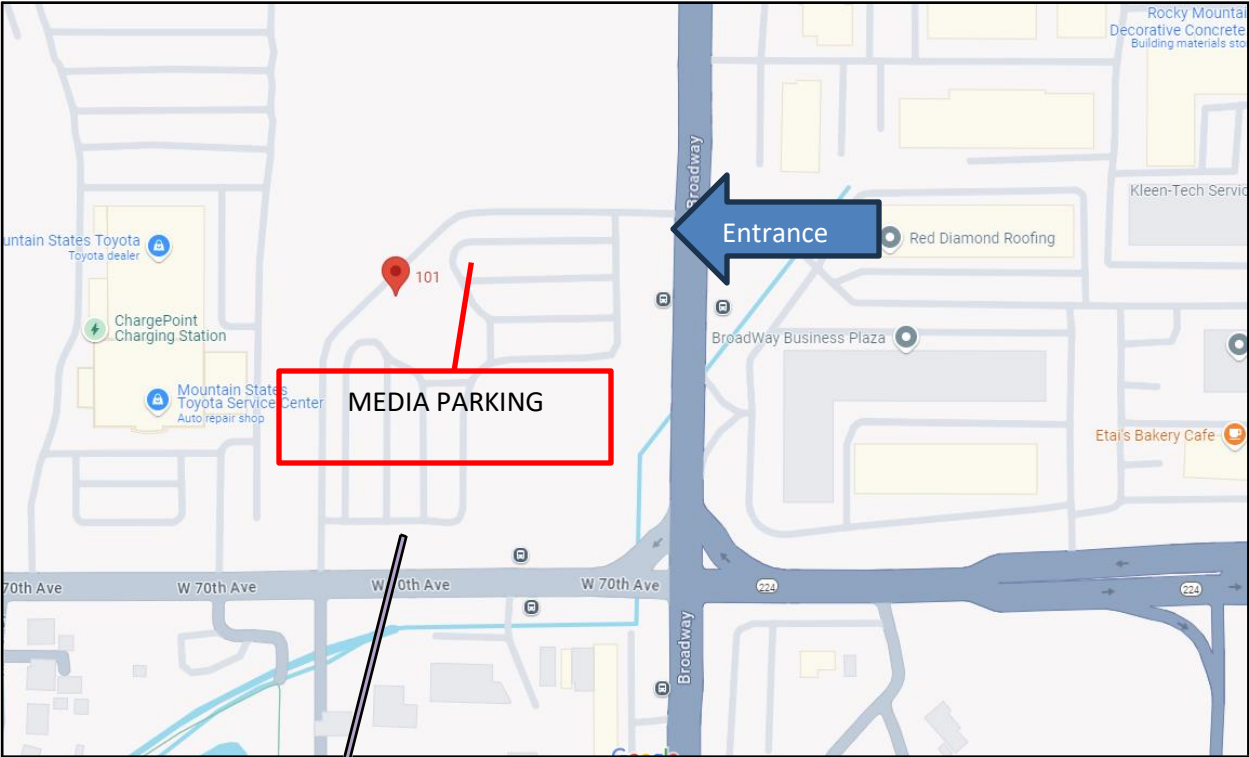
Thank you for joining us for Operation Freebird 2024. The event will take place at 101 W. 70<sup>th</sup> Ave. Denver, CO 80221 (Not Mountain States Toyota dealership overflow lot). Below are a few things you need to know before the event.

#### **Media Parking**

- Media Parking is Located on the northeast corner of the event lot.
- You must display your parking pass to parking attendants.
- You will enter the site from the gated Broadway entrance.

#### **Additional Information and Reminders**

- Attendees will be lined up outside of the event before 10 AM and may be interested in being interviewed before the event.
- Vendors will be set up by 8 AM and may be interested in being interviewed before the event.
- Representatives from the Adams County Sheriff's Office and Food Bank of the Rockies will be available to the media from 8 A.M. to 10 A.M. during the event for on-camera interviews, event details, etc.
- Morning live shot interviews will also be available upon advanced request.
- 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.



EVENT LOCATION



**OPERATION FREEBIRD**

**MEDIA**

**PARKING PASS**

