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FOR IMMEDIATE RELEASE

Redwood Empire Food Bank's Canstruction® Design and Build Competition Kicks Off
February 20, 2016 at Coddington Mall
Local groups and organizations encouraged to participate

Santa Rosa, CA (January 29, 2016) – Architects, builders, engineers and designers, whether professional or self-proclaimed, are invited to participate in the Redwood Empire Food Bank's (REFB) Canstruction® Santa Rosa, a unique canned food design and build competition to raise awareness about hunger in our community. This year's theme, Love Where You Live, is intended to inspire participants to build structures that reflect our beautiful Sonoma County.

Canstruction® Santa Rosa will be hosted by Coddington Mall from February 20-28, 2016. The structures, made entirely from canned food, will be on display in the Coddington, the entire week. The exhibit is free and open to the public.

"Coddington Mall is happy to be the host site for an event that helps raise awareness to the problem of hunger in Sonoma County," shares Jimmy Scales, Coddington Mall Director of Marketing & Business Development. "This event highlights the ongoing need for healthy, donated food year-round in a fun and creative way. And all of the cans used to build the structures will be donated to the REFB to help feed the 82,000 residents who turn to them for help."

Local judges, including American Institute of Architects Redwood Empire's Wendy Young, will be awarding trophies for the best structures based on five categories: the Juror's Favorite, Best Meal (using REFB top picks such as canned tuna and meats), Best Use of Labels, Structural Ingenuity, and an Honorable Mention. In addition to the juried prizes, a People's Choice Award will be presented for the structure that gains the most votes from visitors of Canstruction® Santa Rosa.

Wendy Young, Executive Director for AIA Redwood Empire says, "AIA Redwood Empire is pleased to support this effort. Canstruction® Santa Rosa brings teams of architects, designers, and engineers together to advocate for ending hunger and to increase awareness about hunger locally. This is just a win-win for our entire community."

The Redwood Empire Food Bank is encouraging groups of all types to get involved. "Each year is different, but in the past we have seen schools, local businesses, and even groups of friends build structures. This is a really fun event where everyone participating is making a difference in the lives of our neighbors in need," says Dalton Wiley, REFB Community & Events Coordinator.

How to get involved

- **Register online.** Groups interested in building a structure can sign up online at www.refb.org/canstruction.

- **Gather food for your structure.** Canned food can be collected in a food drive or purchased from the REFB in bulk for your design. There are about 15 different labels to choose from at the REFB. Pricing and more information is available online.
- **Build your Sonoma County themed Canstructure.** The official build date for Canstruction® Santa Rosa is February 20, 2016. Teams will need to be onsite, ready to build by 9:00 am.
- **Donate.** Looking for other ways to participate and support the REFB and Canstruction® Santa Rosa? Donate directly at refb.org/give.
- **Need help?** Contact Dalton Wiley, REFB Community & Events Coordinator, at 707.523.7902 ext. 114 or email dwiley@refb.org.

About Redwood Empire Food Bank

[The Redwood Empire Food Bank](http://refb.org) (REFB) is the largest hunger-relief organization serving north coastal California, from Sonoma County to the Oregon border. Since 1987, the REFB has developed 15 innovative programs to provide access to healthy and nutritious food at over 200 distribution sites. The REFB currently serves 82,000 children, families and seniors locally. By collaborating with local and regional partners, the REFB obtains and distributes more than 15 million pounds of food annually, fifty-five percent of which is fresh produce. This is the equivalent of 35,000 meals every day. The REFB is also the primary source of food for hunger-relief agencies in Sonoma, Lake, Mendocino, Humboldt and Del Norte counties. Visit refb.org or call 707-523-7900 to [learn more](#).

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