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Media

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HOCKEY SEASON STARTS WITH HOPE FOR HUNGRY FAMILIES

*Tampa Bay Lightning, The Mosaic Company Team Up to Check Hunger
with Feeding America Tampa Bay and Other Local Food Bank Partners*

TAMPA, FL, Sept. 26, 2013 – In Central Florida alone, there are 700,000 people struggling with hunger, and 250,000 are children. In a collective effort to check hunger in the area, the [Tampa Bay Lightning](#) announced today a new partnership initiative with [The Mosaic Company](#). Benefiting [Feeding America Tampa Bay](#) and other local food bank partners, the [Goals for Food](#) initiative will connect the success of the Lightning team to feeding hungry families across the region.

During a press conference held at the FATB warehouse, representatives from the Lightning, Mosaic and local hunger-relief organizations explained the details of the Goals for Food initiative. For every goal scored by the Lightning during home games, Mosaic will donate \$500 and for every hat trick scored, Mosaic will donate \$5,000 to Feeding America Tampa Bay and other regional food bank partners. These include [Meals on Wheels of Tampa](#), the [Florida Association of Food Banks](#) and the [Harry Chapin Food Bank](#) in Fort Myers, the [Hardee Help Center](#) in Wauchula, [ECHO](#) in Brandon, [All Faiths Food Bank](#) in Sarasota, [Meals on Wheels PLUS of Manatee](#) and [Our Daily Bread](#) in Bradenton, [VISTE](#) in Lakeland, the [Mulberry Community Center](#) in Mulberry, and [Cutting Edge Ministries](#) in Zolfo Springs.

“This new partnership with Mosaic directly aligns with one of our most important business goals: to collaborate with other highly community-minded businesses that can make a difference for the people of Tampa Bay and West Central Florida,” said Jeff Vinik, chairman of the Tampa Bay Lightning. “It’s inspiring to be part of an effort like ‘Goals for Food’ that will take advantage of our team’s success on the ice to serve such a critical need in our community off the ice.”

The incentive-based initiative is expected to provide thousands of meals and resources for families in need.

“As Mosaic works to help grow the food the world needs, valuable partnerships such as Goals for Food with the Lightning ensure that essential food reaches the tables of those in need,” said Karen Swager, Mosaic Vice President, Phosphate Mining Operations. “Ending hunger truly requires teamwork, and we are extremely proud to work with the Tampa Bay Lightning, Feeding America Tampa Bay and local food banks to make a difference in the communities where we live and work.”

Mosaic highlighted its focus on developing innovative partnerships that fight hunger locally as well as strengthen global food security.

The Feeding America warehouse provided a powerful setting for the announcement. Amidst hundreds of thousands of pounds of food that will feed hungry families in the area, FATB Executive Director Thomas Mantz, shared his thoughts on the Goals for Food initiative.

“Localized hunger is often hard to imagine, and many people take the simple act of eating a meal for granted,” said Mantz. “Through the support of organizations like the Lightning and Mosaic, we are able to help the one in six people in Central Florida who don’t know where or when they will get their next meal.”

Throughout the announcement, a consistent message from all involved was that everyone can help fight hunger. For example, a \$1 donation can provide seven full meals. People interested in making a donation or learning more about hunger-related issues in the Tampa Bay area can visit the [Feeding America Tampa Bay website](#).

About The Mosaic Company

The Mosaic Company is the world’s largest combined producer and marketer of concentrated phosphate and potash, two essential crop nutrients. Driven by its mission to help the world grow the food it needs, Mosaic is committed to strengthening global food security and protecting critical water resources. The Mosaic Company and The Mosaic Company Foundation make investments in and partner with best-of-class leaders in the focus areas of food, water and local community investments. More information about Mosaic is available at www.mosaicco.com.

Tampa Bay Sports and Entertainment, LLC

The 2004 Stanley Cup Champion Tampa Bay Lightning and the leasehold rights to the Tampa Bay Times Forum were purchased by an entity controlled by Jeffrey Vinik in March, 2010. Shortly thereafter, Vinik also purchased the Tampa Bay Storm of the Arena Football League. Since acquiring these assets, Vinik has spearheaded a complete brand and business transformation of the teams and the arena under the banner of Tampa Bay Sports and Entertainment, LLC. The organization's "Lightning Community Heroes" and "C.H.A.R.G.E." (Contributing Hours Across our Region through our Generous Employees) programs have become symbols of a community-first business approach.

About Feeding America Tampa Bay

Feeding America Tampa Bay makes a difference in the lives of thousands of people each week through its distribution to a partnership network of more than 600 faith-based and other non-profit hunger relief organizations. Receiving surplus food donations from growers, manufacturers, supermarkets and community food drives, Feeding America Tampa Bay supplied more than 35 million pounds of food to its 10-county service area in the past year - enough to provide more than 2 million meals every month to those who would otherwise go hungry. Feeding America Tampa Bay is a member of the national Feeding America network. www.feedingamericatampabay.org...because no one should go hungry

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