



**FOR IMMEDIATE RELEASE**

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**PIE IN THE SKY SEASON HITS THE PHILADELPHIA AREA; BUY A PIE, FEED A FAMILY!**

Philadelphia, PA - (October 1, 2016) The Metropolitan Area Neighborhood Nutrition Alliance (MANNA)'s 20<sup>th</sup> annual *Pie in the Sky* event, presented by American Airlines, is MANNA's largest fundraiser with a host of exciting pie events leading up to Thanksgiving. Funds raised through *Pie in the Sky* enable MANNA to provide a delicious traditional Thanksgiving meal to a MANNA client and their family of 4. MANNA serves individuals battling life-threatening illness in the Greater Philadelphia region. Buy a Pie, Feed a Family!

The 2016 *Pie in the Sky* season is more competitive than ever – with a goal to sell more than 8,000 pies. Pie flavors include: Aberdeen apple, pumpkin, sweet potato, pecan and American Airlines sky pie which is a delicious cheesecake pie with caramel, chocolate, and walnuts.

Pie sales begin October 1 and end November 18. Pies can be purchased at [www.mannapies.org](http://www.mannapies.org). The interactive website makes buying and pie selling easy.

Pie selling teams are led by Presenting Sponsor American Airlines and are the heart of MANNA's *Pie in the Sky* campaign. PECO, Aberdeen Asset Management, and Penn Wharton School of Business students, employees are just a few examples of 100+ teams that participate from all over the Philadelphia area.

"Every *Pie in the Sky* season, we receive a tremendous amount of support from the community. We are so thankful to have such enthusiastic Pie volunteers, supporters, and sponsors!" - Sue Daugherty, MANNA CEO

The event is generously sponsored by – American Airlines (Presenting Sponsor), Aberdeen Asset Management (Premier Sponsor), Sysco Philadelphia (Premier Sponsor), and CBS 3 (Media Sponsor).

*Pie in the Sky* Highlights:

**Saturday, October 1** – Pie sales officially begin.

**Thursday, November 10** – The Mayor's office, along with other dignitaries, declare "*Pie Day*" through an official proclamation at MANNA. MANNA shares delicious pie samples throughout the festivities. Pie Man and many of the Pie Teams are on hand to celebrate.

**Friday, November 18** – Pie sales end at midnight on MANNA's [pie site](#).

**Tuesday & Wednesday, November 22-23** – Distribution and pie pick-up days, where hundreds of MANNA volunteers are on hand at Philadelphia Cold Storage to distribute and deliver pies to 40 pick-up locations. Pick-up locations will open from 4pm-8pm (November 22); 12pm-4pm (November 23).

For more information about *Pie in the Sky*, contact Dan Getman at [DGetman@MANNAPA.org](mailto:DGetman@MANNAPA.org) or call 215-496-2662 x 132. Check out the event's website here [www.mannapa.org](http://www.mannapa.org).

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## **ABOUT MANNA**

MANNA prepares and delivers delicious nourishing meals and counsel, empowering individuals to battle illness and improve their quality of life. A small professional staff and 2,500 dedicated volunteers bring more than 80,000 nutritious, home-delivered meals each month to individuals and families living with HIV/AIDS, cancer and other life-threatening illnesses. MANNA dietitians promote wellness through nutrition education and counseling. Through these services, MANNA provides opportunities for caring people to extend loving support to families, friends, and neighbors.

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