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**For Immediate Release**

### **Butterfly Effect Brings Campus and Community Together for Worthy Cause**

Western Kentucky University's M.A.S.T.E.R. Plan and ALIVE Center for Community Partnerships asks you to participate in this year's Butterfly Effect canned food drive to benefit Salvation Army and HOTEL INC. On August 24-26<sup>th</sup>, individuals, churches, and community groups are welcome to drop off canned goods at the ALIVE Center during business hours.

M.A.S.T.E.R. Plan students were asked to bring two canned goods to the start of festivities on August 23<sup>rd</sup>. Along with the items collected from the community, all canned goods will be presented to representatives from the Salvation Army and HOTEL INC at Thursday, August 27th's Donation Ceremony, scheduled to begin at 1:00pm.

Your participation is greatly appreciated. Get your friends, family, and groups together to start collecting canned food today. The list of items to bring can be found on the ALIVE Center website at [www.alivebg.org](http://www.alivebg.org). The ALIVE Center is located at 1818 31W ByPass in Bowling Green, KY. For any questions, contact 270-782-0082.

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