

FOR IMMEDIATE RELEASE

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World Banana Day February 27, 2010

Most people ever dressed as bananas to raise awareness, money for hunger relief (and hang out dressed as bananas).

February 27st, if you happen to be in the ritzy Uptown neighborhood of Dallas do not be alarmed if you see several people dressed as bananas. In fact, don't be alarmed if you see well over 100 people dressed as bananas, they mean you no harm. They are merely the yellow hearted celebrants of World Banana Day II.

World Banana Day is an opportunity to raise money and awareness for a very important cause: world hunger relief. This year the group, "World Bananas" will continue to act locally while thinking globally, all funds raised will be donated to North Texas Food Bank. But the hope is as the event grows over the years to hold events and fundraisers throughout America and the world.

In case you missed it last year, 55 people braved the cold in bright yellow banana suits and marched up McKinney Avenue to raise awareness for local hunger relief. And, truth be told, they warmed up in a few of Uptown's finest taverns along the way. But most importantly, they raised well over \$1,000 for the North Texas Food Bank.

"By dressing as bananas, we believe we will bring much more attention to our cause than if we just, say, went out and talked to people about hunger while dressed in Affliction T-shirts or whatever people wear in Uptown these days," says Bill Cochran, founding member of World Bananas.

"I've been involved in lots of charitable events, but nothing like this. World Banana Day is one of those rare opportunities to really give back to the community while doing something no one has ever done before at the same time." Greg Gardner CFP and founder of the Gardner Group Wealth Management Firm says, "The North Texas Food Bank is a terrific organization, and I'm proud to wear a banana suit in support of them."

This year the group is proud to announce that West Village is the official "Peel Out Point" for World Banana Day. The Lemon Bar is the official meetup spot before "splitting" towards several taverns along the way.

The group's website is WorldBananaDay.org. And you can already donate to North Texas Food bank via their online food drive - a link is on the page.

For additional information on World Banana Day contact Bill Cochran at bill_cochran@richards.com or visit WorldBananaDay.org.

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