

The Firefly Group's "jarwarming" produces glowing results for Treasure Coast Food Bank

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ROB RANIERI

The staff of The Firefly Group celebrates the amount of food collected from the firm's jarwarming event on April 21 for the Treasure Coast Food Bank. (From L to R – Jennifer Whiting, Nancy McCarthy, Melissa Zolla, Savannah Dmytriw and Jessica Layne)

PALM CITY — Traditionally, guests of an office warming will bring a house plant or a bottle of wine for their host to enjoy. With a focus on a more community-minded goal, The Firefly Group's "jarwarming" invitation to celebrate the public relations firm's new and larger location included a call to action for guests to instead bring donations of food. On April 21, Firefly's guests delivered! At the end of the evening, a 55-gallon drum was overflowing with more than 200 pounds of canned goods and non-perishable items for the benefit of the Treasure Coast Food Bank.

The Food Bank serves children and adults, helping to reduce hunger throughout Martin, St. Lucie, Okeechobee and Indian River counties. "We were pleasantly surprised by how generously our guests responded to the request for foods. Our friends, clients and colleagues clearly have generous and caring hearts," said Stacy Ranieri, president and founder of The Firefly Group.

The Treasure Coast Food Bank wasn't the only non-profit promoted during the celebration. The Firefly Group hired the students from the Boys & Girls Clubs of Martin County Culinary Arts program as its event caterer. The Club's after-school culinary program teaches the kids about the importance of healthy nutrition while providing culinary

skills and event management training. With chef hats and serving trays in hand, Boys & Girls Club kids wowed the crowd with their tasty selection of Caribbean hors d'oeuvres, white-chocolate covered fruit, and a variety of handmade pastries and cakes as a local steel drum band provided entertainment.

"Our company enjoys working with non-profit organizations throughout the Treasure Coast who are making a tangible difference in the lives of our neighbors. Firefly is fortunate to be growing and doing so well, and our jarwarming provided us a way to increase exposure for two worthy non-profits," said Ranieri. "We are pleased that nearly 150 meals will be provided to people who need them through our guests' food donation and were also thrilled that the Boys & Girls Clubs Culinary Kids booked several events because of the great job they did at Firefly's celebration."

About The Firefly Group

The Firefly Group is a public relations and marketing firm serving businesses, non-profit organizations, landowners and government agencies. Recognized in 2011 with eight Image Awards for "Excellence in Public Relations Programs" from the Florida Public Relations Association Treasure Coast Chapter, The Firefly Group focuses on providing comprehensive, strategic and sustainable solutions for its clients. Whether it's through logo design or custom websites, social media or e-marketing, press releases or full-scale public relations campaigns, Firefly works with clients to identify ways in which to successfully meet their organizational and project goals and objectives through effective communications. Learn more about The Firefly Group at <http://www.fireflyforyou.com>, find them on Facebook at <http://www.facebook.com/TheFireflyGroup> or follow them on twitter at <http://www.twitter.com/FireflyGroupPR>.

About the Treasure Coast Food Bank

Treasure Coast Food Bank obtains and delivers fresh and non-perishable food to partner agencies, distributing more than 4 million pounds of food annually to people in Martin, St. Lucie, Indian River and Okeechobee counties. In partnership with nearly 200 food pantries, soup kitchens and outreach agencies, Treasure Coast Food Bank feeds about 100,000 people each week. More than half of those are children. Treasure Coast Food Bank also runs the Backpack Program that supplies school children who qualify for free and reduced-price lunches with food for the weekends, and operates a Mobile Food Pantry that delivers fresh produce and dry goods to communities without easy access to food pantries. For more information on Treasure Coast Food Bank, log on to <http://www.stophunger.org>, visit our Facebook page at <http://www.facebook.com/tcfoodbank> or follow us on Twitter at <http://www.twitter.com/tcfoodbank>.

About the Boys & Girls Clubs of Martin County

Boys & Girls Clubs of Martin County strive to enable and inspire all young people, especially those who need us the most, to reach their full potential as productive, caring and responsible citizens. The Clubs serve children and teens age 6-18 with youth development programs that cost families just \$25 for the entire school year, and provide more than \$1,400 worth of services. Boys & Girls Clubs of Martin County will never turn a child away because of their family's inability to pay. Core program areas include: Character & Leadership Development, Education & Career Development, Health & Life Skills, Sports Fitness & Recreation and The Arts. For more information call 772-545-1255 or log on to <http://www.bgcmartin.org>