

For Immediate Release

Contact: Susan McAleavey Sarlund
Eastern Produce Council
908-723-0645



Oh What a Night!

In spite of the rain, the Eastern Produce Council was thrilled at the big turnout for their 2nd Annual Tailgate, sponsored by Avocados From Mexico and the Idaho Potato Commission at MetLife Stadium in East Rutherford last night.

To kick-off the event, a tour of the stadium was given to our early arrivers. They were able to see the Press Box, the Museum, the Commissioner's Lounge, and the field. During the Cocktail Hour, attendees enjoyed AFM and IPC tailgate themed food in the stadium's expansive Toyota Club, which overlooks the field. Dinner followed an inspirational presentation by former New York Giant, George Martin.

For the sit-down portion of the night, EPC President, Marianne Santo, introduced the evening's sponsors, Anna Kirsh, Regional Director of the Northeast & New England for Avocados From Mexico, and Dave Rhodes, Retail Promotion Director NE for the Idaho Potato Commission. After welcoming all to the event, they turned the meeting over to Mr. Martin. Of course most know him as the great defensive end that played 14 years for the New York Football Giants, but he began his remarks by telling all that he is the proud son of a Sharecropper. George stressed that the important life lessons he learned working in the fields with his father shaped him into the man he is today. You could hear a pin drop as he spoke about his responsibility to give back to the community that had given so much to him over the years. The highlight of which is chronicled in his book – Just Around The Bend, My Journey For 9/11. In order to raise money for the "true heroes" following the horrific attacks that so profoundly affected our area, George walked from New York to San Diego on behalf of the first responders. His 9-month journey ultimately raised \$3 million dollars! Needless to say, he received a "Giant" standing ovation when he concluded.

Following dinner, George helped the sponsors raffle off prizes; autographed footballs and copies of his book.

It was an impressive night all around; George Martin, an elaborate spread of game-day food served from the actual concessions overlooking the field, and especially, the crowd of loyal EPC members and friends that braved the elements to support the Council and its sponsors, Avocados From Mexico and the Idaho Potato Commission!