

146 Fargo Quad  
University at Buffalo  
Buffalo, NY 14261-0050

(716) 645-2521  
Fax: (716) 645-3990  
myubcard.com

MEDIA ADVISORY  
Contact: Raymond Kohl  
Tel: 645-2308  
Email: [rjkohl@buffalo.edu](mailto:rjkohl@buffalo.edu)

October 12, 2016



**What:** The Bite Heard 'Round The World!  
The New York Campus Crunch is a state-wide celebration of local food on college campuses. On Thursday, October 20th, students, staff, and faculty from across New York will crunch into an apple at 12:00pm to affirm their commitment to food that is healthy for people and the planet.

**Where:** University at Buffalo – North Campus  
Student Union Lobby

**When:** Thursday, October 20, 2016  
11:50am – Apple Distribution / Staging  
12:00pm – Photos / Countdown / Crunch Time

**Details:** All UB students, faculty and staff are invited to participate.

Campus Dining & Shops will provide local Empire apples to the first 300 attendees. Attendees can also bring their own apple to participate. The event is sponsored by Campus Dining and Shops with support from UB Wellness Education Services.

Apples are a healthy and seasonal food that grows abundantly in New York State. In fact, New York is the second-largest apple-producing state in the U.S., averaging nearly 30 million bushels annually that include 19 of the most popular varieties.

END

###

UB's Campus Dining & Shops' (CDS) primary purpose is to offer a variety of high quality, high value, and innovative dining options designed to fit the varied lifestyles and nutritional needs of the university community. CDS is a multi-unit company employing over 1,300 people. In addition to providing the university's dining services, CDS also serves the UB community through management of the UB Card Office, Three Pillars Catering, Retail and Convenience Stores, and Vending. In our day-to-day operations we rely on inherent core values: quality items, value prices, environmentally friendly settings, ethical treatment of all, and conducting all phases of our business with integrity.