



PRESS RELEASE

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FOR IMMEDIATE RELEASE

***iCare* conducts Pack-a-Thon to feed homeless**

(Milwaukee, September 21, 2018) Independent Care Health Plan (*iCare*) and its employees participated in a food Pack-a-Thon to create 10,000 meals for people who are homeless.

*Meals packaged by iCare employees will be served
at 8:00 a.m. on September 29 at
Kosciuszko Park, 2201 S 7th St, Milwaukee, WI
and 8:30 a.m. October 13 at
Dispensa de la Paz, 1615 S. 22nd St., Milwaukee, WI*

iCare purchased ingredients—dehydrated apples, oats, soy protein, vitamin enrichments and seasonings—to create an easy-to-prepare and nutritious oatmeal dish. Pam Schwalbach-Alarcon, *iCare* Community Connect Consultant, organized the event and even volunteered to drive to Iowa and back with the ingredients and packaging supplies. Employees from all *iCare* departments volunteered their time to combine the ingredients into packages. Working in teams of 7-8, they created 10,000 meals in one day.

The meals will be shared with area groups that specialize in helping homeless people, such as Street Life Communities Milwaukee and Mr. Bob's Under the Bridge.

Every Saturday morning "Mr. Bob," Bob Burmeister, and volunteers gather at Kosciuszko Park 2201 S 7th St, Milwaukee, WI, where they distribute a variety of much-needed items to homeless men, women, and children. Mr. Bob's also provides warm coffee and snacks. The meals packaged by *iCare* employees will be among Mr. Bob's offerings beginning at 8:00 a.m. on September 29th. The fortified oatmeal that *iCare* packaged will be served, and additional meal packets will be available to attendees. More information about Mr. Bob's is available at <https://mrbobsunderthebridge.org/>

Street Life Communities in Milwaukee will be serving the packets of nutrition on Saturday October 13, 2018 at Dispensa de la Paz 1615 S. 22nd Street Milwaukee, WI during their food pantry hours of 8:30 a.m. to 12:30 p.m. Additionally, in the afternoon (1:00pm-6:30pm) Street Life vans will deliver the nutritious cooked oatmeal to the homeless at “camps” around the city where homeless people are known to congregate. More information about Street Life Communities Milwaukee is available at

<https://www.facebook.com/StreetLifeCommunitiesMilwaukee>

“There are so many people living on our streets that need a helping hand,” said Schwalbach-Alarcon. “These meals are designed to be more than just filling; it is complete nutrition in just one serving. Hunger and malnutrition are serious issues for many homeless people. When we asked for volunteers, it was great to see so many employees—from all levels of the organization—so eager to help.”

About Independent Care Health Plan (iCare)

Independent Care Health Plan, or *iCare*, provides managed care coverage for approximately 28,000 people throughout Wisconsin, many of whom have low incomes or are disabled. *iCare* has been securing the wellness of people with complex conditions for over two decades. For more information about *iCare*, visit www.iCareHealthPlan.org, visit *iCare* on [Facebook](#), [Twitter](#), [LinkedIn](#) or [YouTube](#) or call 800-777-4376 (TTY 1-800-947-3529).

Photos from the Pack-a-Thon











For high-resolution images, contact Kirk Heminger or come to
Kosciuszko Park on September 29 or Dispensa de la Paz on October 13.

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