



**BUFFALO SABRES, ROCK AND WRAP IT UP! ANNOUNCE PARTNERSHIP**

*Michael Gilbert  
Director of Public Relations  
(716) 855-4526*

*Kevin Snow  
Manager of Publications &  
Hockey Information  
(716) 855-4509*

*Chris Bandura  
Media Relations Coordinator  
(716) 855-4515*

---

**BUFFALO SABRES, ROCK AND WRAP IT UP! ANNOUNCE PARTNERSHIP  
TO DISTRIBUTE UNUSED CONCESSION FOOD TO THOSE IN NEED**

**BUFFALO, NY (November 4, 2010)** – The Buffalo Sabres are teaming up with Rock and Wrap It Up (RWU)! to fight hunger in Buffalo. Under a partnership between the National Hockey League and Rock and Wrap It Up!, all 30 of the League's Member Clubs have committed this season to work with RWU to pack up any prepared but not served concession food on game nights for redistribution to local shelters and places of need. The Sabres will donate their food to the Buffalo City Mission after every event at HSBC Arena this season.

"We're very excited to partner with Rock and Wrap It Up! because we know the need for food is so great in our community, said Sabres Managing Partner Larry Quinn. It is a simple and logical way to prevent waste and help others."

Several NHL Clubs have long-established working relationships with Rock and Wrap It Up! As of Opening Night of the 2010-11 season, all 30 teams will ensure that their excess in-arena food doesn't go to waste and that fewer North Americans don't go to bed hungry, making the NHL the first sports League to have all of its Member Clubs participate in Rock and Wrap It Up!

The Rock and Wrap It Up! program falls under the Sabres Green Team initiative for the 2010-11 season, which will showcase the organization, its Green Team members and Green sponsors. The Sabres Green Team is presented by National Fuel's Conversation Incentive Program and proudly supported by our green partners: Chautauqua Energy, Modern Recycling and Integrys Energy. The Sabres Green Team will play an active role in serving the needs of the WNY community through a variety of programs and events.

"This is another great community effort that National Fuel's Conservation Incentive Program is proud to support through our sponsorship of the Buffalo Sabres Green Team, said Nancy Taylor, a National Fuel spokesperson. We are excited to make a difference in our community through our continued support of the Buffalo City Mission and our new partnership with Rock and Wrap It Up!"

Rock and Wrap it Up! was founded by Syd Mandelbaum, a forensic scientist by trade, who in 1991 coupled his love of music and passion for wiping out hunger by collecting and redistributing leftover food from rock concerts. RWU was launched nationwide in 1994 with the support of MTV. It has since broadened its scope to include collaboration with more than 150 bands, 200 schools and universities more than 50 sports franchises to collect in excess of 100 million pounds of food that have fed more than 200 million people.

"Rock and Wrap It Up! recognizes how vital and valuable our partnership with the National Hockey League is," Mandelbaum said "Poverty in North America is at a dire and critical point. The National Hockey League and its franchises will help feed millions who are hungry while keeping thousands of tons of food out of landfill. Food recovery has become part of the culture of the National Hockey League."

###