

Lift Up America
Web Site Copy
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History

The vision for Lift Up America first began in a conversation between Dave Hannah, CEO of Impact XXI, and John Tyson, Chairman and CEO of Tyson Foods. Dave was aware that Tyson gave away large quantities of food every year and he wanted to discuss the possibility of giving away food around the world. Since all of Tyson's food is frozen, it requires frozen storage and an efficient distribution system. These requirements can be a problem in a worldwide effort.

After giving the matter some thought, Dave Hannah contacted Clark Hunt, owner of the Kansas City Chiefs, and Wayne Huizenga, Jr., owner of the Miami Dolphins, asking them if their organizations would participate in an event to distribute food to the needy in their home cities. Both the Dolphins and the Chiefs immediately jumped on board.

The next step, Dave teamed up with Here's Life Inner City, GAIN International and Athletes in Action to help make the event a success. Here's Life Inner City recruited numerous charitable organizations in Miami and Kansas City. Most charitable organizations have already accurately identified needy individuals and families in their communities, and it couldn't hurt to enlist extra muscle for food distribution.

Athletes In Action created booklets containing inspirational stories centered on the lives of professional athletes. These booklets were distributed with the food, along with over 8,000 teddy bears donated by Ty Teddy Bears.

On December 28, 2004, the plan came together. Tyson Foods teamed up with the Miami Dolphins and the Kansas City Chiefs, and over 30 charitable organizations to distribute 74,000 pounds of frozen chicken, 370,000 meals, to people in need. The one-day event was a success in every regard.