



## OLD EL PASO MAKES SOME NOISE FOR FOODBANK AUSTRALIA



**MELBOURNE (MARCH 2021)** – Old El Paso™ and the Nick Kyrgios Foundation teamed up to ‘Make Some Noise for Australia’, supporting our local tennis players whilst also raising 25,000 meal kit donations to Foodbank Australia to help feed vulnerable families across Australia.

Every time an Aussie player hit the court during the three-week summer series of tennis events including the season’s opening tournament in Melbourne Park, Old El Paso and the NK Foundation donated 100 meal kits to Foodbank Australia. This donation was then tripled to 300 if our Aussie stars won their match. Fans were also encouraged to support with every share on Instagram from a fan equalling an extra meal kit donation.

The ‘Make Some noise for Australia’ campaign follows the successful #MessFreeChallenge launched by Old El Paso and Nick Kyrgios in September 2020. Unveiling to his 1.4 million Instagram followers, Kyrgios starred in a video to launch his #MessFreeChallenge, showing how easy it is to play tennis one-handed

whilst eating an Old El Paso Tortilla Pocket™. In addition, for every share of Nick's video via Instagram, Old El Paso donated one additional meal kit to Foodbank Australia.

Kyrgios then challenged Aussie tennis legend Lleyton Hewitt to take up the #MessFreeChallenge in Australia and onwards to British icon Andy Murray to take it global and from there the competition soared with other professional sports people and a constellation of tennis stars joining from 15 countries. The initiative resulted in more than 100,000 Mexican meal-kit donations for food banks around the globe, including 20,000 meal kits to Foodbank Australia delivered in January 2021.

The #MessFreeChallenge campaign won "Best Sponsorship of the Year" at the prestigious European Sponsorship Association Awards as the Best Campaign across categories in Europe and well as "Best Use of Digital Channels incl. Social Media" and also been shortlisted as a finalist for the coveted PR Week Global Awards in the Breakthrough Campaign category.

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