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Michigan Sugar Co., Saginaw Spirit team up on Sweet Shot of the Game

Partnership to benefit Rescue Ministries of Mid-Michigan

BAY CITY – Michigan Sugar Company is pleased to announce a new partnership with the Saginaw Spirit hockey team for the 2018-2019 season. As part of the partnership, Michigan Sugar will become the presenting sponsor of the “Sweet Shot of the Game” announced during the third period at each of the 34 Spirit home games this season.

With each Sweet Shot of the Game, Michigan Sugar Company will donate 25 pounds of sugar – about 850 pounds total – to Rescue Ministries of Mid-Michigan, which operates the City Rescue Mission in Saginaw, Good Samaritan Rescue Mission in Bay City and Community Village, a senior living community in Saginaw.

“We are extremely thankful for the corporate and practical generosity of Michigan Sugar,” said Dan Streeter, President and CEO of Rescue Ministries of Mid-Michigan. “They have always been concerned about the needs of our region. It is a tremendous asset for our community to have a local company concerned for local people.

“We are greatly appreciative of this ‘sweet’ donation and the positive hospitality impact that it will have to provide hope and care for more than 2,200 men, women and children seeking shelter at Good Samaritan Rescue Mission or City Rescue Mission of Saginaw.”

The Sweet Shot of the Game promotion is patterned after the Michigan Sugar Home Runs promotion launched this year by Michigan Sugar Company and the Great Lakes Loons. Through that promotion, Michigan Sugar donated 10 pounds of sugar for each home run hit this season by the Loons minor league baseball team. During the regular season, the Loons belted 84 homers and the company is donating 1,000 pounds of sugar (after rounding up).

Each year, Michigan Sugar Company donates upward of 65,000 pounds of sugar to charitable organizations and causes throughout Michigan.

“The Michigan Sugar Home Runs promotion and now the Sweet Shot of the Game promotion are just two examples of how Michigan Sugar Company is working to make a positive impact in our local communities,” said Rob Clark, Director of Communications and Community Relations for the company.

“We are excited to partner with Rescue Ministries of Mid-Michigan to help make ‘home’ a bit sweeter for those who rely on the agency for services.

“At the rescue missions, they are known to say ‘There’s no place like home – unless you don’t have one.’ At Michigan Sugar Company, we understand the importance of helping make these accommodations as close to a ‘home, sweet home’ as possible. We hope our donation of sugar for use in the kitchens at these facilities does just that.”

The Saginaw Spirit begin the 2018-2019 season on Wednesday, Sept. 19, vs. the Sault Ste. Marie Greyhounds. The puck drops at 7:05 p.m. at The Dow Event Center in downtown Saginaw. For ticket information, go to saginawspirit.com or call 989-497-7747.

“Leadership through character and courage exemplifies this unique partnership between Michigan Sugar, the Rescue Ministries and the Saginaw Spirit,” said Craig Goslin, President and Managing Partner of the team. “On behalf of Dick Garber and our partners Brandon Bordeaux, Chris Osgood and Jim Devellano, we are honored to be associated with an outstanding community leadership company in Michigan Sugar that truly cares about the Great Lakes Bay Region and the people who make it their home. This promotion is another illustration that demonstrates the deep commitment that Michigan Sugar has for our community and our region.”

About the Saginaw Spirit

The Saginaw Spirit hockey team is a member of the West Division of the Western Conference of the Ontario Hockey League. The team came into existence after the 2001-2002 season when Dick Garber, owner of several local automobile dealerships, purchased the North Bay Centennials and moved the team to Saginaw. The team is coached by Troy Smith and boasts 18 players who have gone on to play in the National Hockey League. Learn more at saginawspirit.com.

About Rescue Ministries of Mid-Michigan

Rescue Ministries of Mid-Michigan has more than 100 years of experience in addressing the most basic needs among people: shelter, food and clothing. With time, the agency has increased its effectiveness by expanding its facilities and by improving its life skills and employment preparedness programs. Established in 1905, City Rescue Mission of Saginaw is an emergency shelter for men, women and children in Saginaw County and beyond. Founded in 2005, Good Samaritan Rescue Mission of Bay City is an emergency shelter for men, women, and children in Bay County and beyond. Established in 1993, Community Village Senior Living is a licensed Michigan Home for the Aged. Learn more at r3monline.org.

About Michigan Sugar Company

Established in 1906 and headquartered in Bay City, Michigan Sugar Company is a cooperative owned by approximately 1,000 growers who annually plant and harvest about 160,000 acres of sugarbeets. The company processes those beets at factories in Bay City, Caro, Croswell and Sebawaing, producing approximately 1.2 billion pounds of sugar each year that it sells under the Pioneer and Big Chief brands. The company has 750 year-round employees and hires an additional 1,300 seasonal workers. Michigan Sugar has an annual local economic impact of about \$520 million. Learn more at michigansugar.com.

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