



Assurant Employee Benefits Supports Harvesters' Canstruction 2014 to Help Feed the Hungry

A minion, Iron Man and the "CANSas" City skyline sculpted from more than 40,000 tins of peas, carrots and other assorted vegetables helped build a world without hunger during Harvesters' Canstruction 2014 in Kansas City.

The annual event held by [Harvesters - The Community Food Network](#), the only food bank in Kansas City, challenges architects, engineers and contractors to design and build structures in less than 12 hours made entirely of canned and boxed food. [Assurant Employee Benefits](#), through funding provided by the [Assurant Foundation](#), helped set the table as a title sponsor in the fight against hunger during the annual event.

"Partnering with Harvesters in support of Canstruction allows us to improve the quality of life in our Kansas City community through a fun event that raises money and awareness about a very serious issue - hunger," said Joe Sevcik, senior vice president of marketing for Assurant Employee Benefits and Canstruction judge.

More than 40,000 cans of donated food will be distributed to families, children and seniors in the area. During its 12-year history, the annual event has supplied more than 800,000 meals to the hungry and raised funds through public online voting for the best "Canstruction." Each structure also was judged by a panel of business supporters to identify *best meal*, *structural ingenuity*, *best use of labels*, *jurors' favorite* and *honorable mention*.

"The teams were very creative as they positioned the labels to enhance impact and included accessories such as ramen noodles and water bottles. It was incredible to see the teams literally build 10 foot-tall structures out of cans for bragging rights and to help Harvesters," said Sevcik. "Canstruction offered a first-hand look at both the creative spirit and heart of the Kansas City community."

The six winning entries from Canstruction 2014 in Kansas City will move on to represent the city in the national Canstruction competition.

About Canstruction

A global anti-hunger project, Canstruction® was founded 22 years ago by the Society of Design Administration, an affiliate organization of the American Institute of Architects. The event's primary goal is to "construct" a world without hunger. It is held in more than 100 cities across North America.



A life size minion made of cans on display at Canstruction 2014 in Kansas City's Ward Parkway Center. Assurant Employee Benefits was a title sponsor for this annual event, during which more than 40,000 cans of food were donated to the hungry. (photo by Alistair Tutton Photography)