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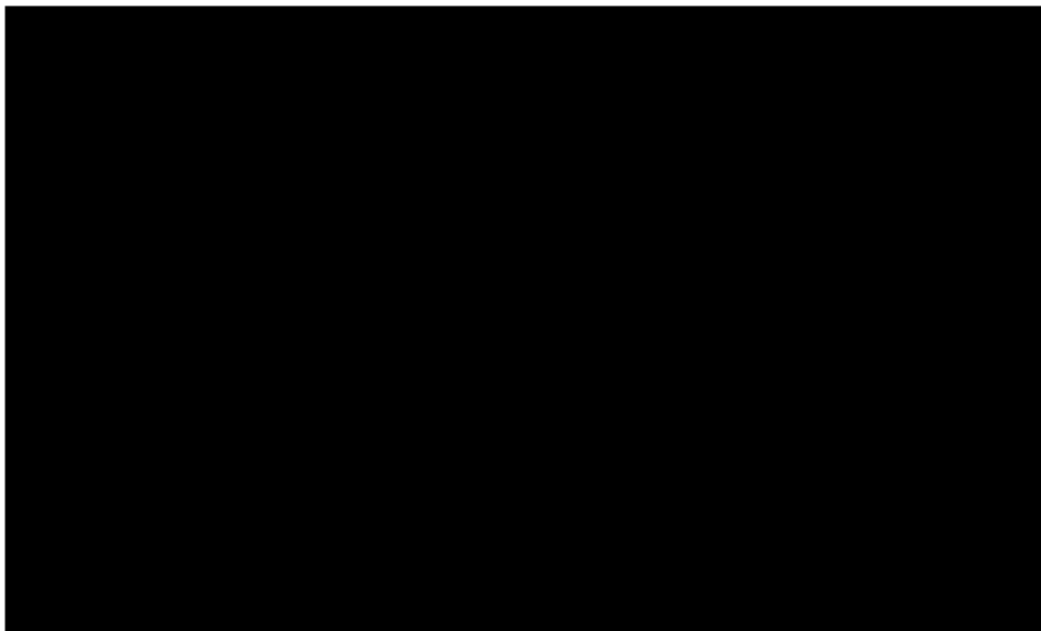
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ALLSTON BRIGHTON, JAMAICA PLAIN

Calendar of pin-up models posing with Boston-area food trucks aims to raise money for charity

Posted by Matt Rocheleau July 27, 2012 05:10 PM

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(Food Truck Festivals of New England / YouTube)

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A Boston-based company is launching a calendar that features pin-up models dressed in vintage clothing posing alongside food trucks.



(Stephen Sherman)

Food Truck Festivals of New England will give all net proceeds from the company's first-ever 'Pinups and Food Trucks' calendar to the nonprofit Community Servings.

The 2013 calendar displays a different photo for each month. The shots were taken on a recent rainy day at Hicks Farm in Westford where "some of the region's hottest models" put on vintage pin-up wardrobes and paired up with "twelve of the area's top food trucks."

The volunteer effort was led by Boston-based photographer Stephen Sherman, Phillips Design Group and Michele Doucette from MDoucette Productions. The project was also supported by landscape construction company Wildfire, Inc.

"What started out as simply an effort to raise money for Community Servings at our 2012 food truck festivals turned into a true labor of love with over 50 professionals donating time and energy to produce a spectacular and fun product that's also beautiful – and practical," said Anne-Marie Aigner, executive producer of the Allston-based food truck festival company that oversaw the project. "People are going to love it."

Tim Leahy is the vice president of development and communications for Community Servings, a Jamaica Plain-based agency that provides food and nutrition programs to people living with critical and chronic illnesses across Massachusetts.

"Getting to work with food truck chefs and the festival organizers feels like working with kindred spirits," said a statement from Leahy.

The nonprofit has been involved in other unique fundraising efforts, including

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an **annual benefit** that asks the public to “sponsor-a-‘stache” by donating to the agency in recognition of men who volunteer to start off clean shaven and grow out mustaches over the course of one month.

Boston-area food trucks featured in the calendar include: Lefty’s Silver Cart, Kickass Cupcakes, Frozen Hoagies, Paris Creperie’s La Tour Eiffel, Cool Cow Ice Cream, Grilled Cheese Nation, Lobsta Love, Go Fish!, Bon Me, Chubby Chickpea Mobile, the Dining Car, and Redbones BBQ.

The calendars cost \$10 and can be purchased online at www.foodtruckfestivalsofne.com, at this Saturday’s Charles River Food Truck Festival at Herter Park and Artesani Playground in Brighton, from Community Servings or from the trucks featured in the calendar. Shipping and handling fees apply to online purchases.

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