



NEWS RELEASE

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National Hunger Awareness Day unifies Jacksonville in the fight against hunger

JACKSONVILLE, FLORIDA (May 25, 2007) – On June 5, 2007 Jacksonville will join millions of Americans nationwide in observing National Hunger Awareness Day in remembrance of the more than 35 million people in the United States who are living on the brink of hunger or food insecurity. When we talk about hunger in America, we refer to the ability of people to obtain sufficient food for their household. Some people may find themselves skipping meals or cutting back on the quality or quantity of food they purchase at the stores. This recurring and involuntary lack of access to food can lead to malnutrition over time.

A series of events will be hosted by the Lutheran Social Services Second Harvest Food Bank to unify the City of Jacksonville and show support for one of the nation's most solvable social issues in this country – hunger relief.

ADOPT A BARREL – You “CAN” make a difference in the lives of hungry families throughout Northeast Florida. The LSS Second Harvest Food Bank will begin their new Adopt a Barrel program on June 5. The Food Bank has 30-gallon barrels, complete with the appropriate informational signage, ready for “adoption” by businesses, school groups, churches, organizations, or individuals. Nonperishable food donations can be placed in the barrel, and once the barrel is full, the Food Bank will pick it up and use the food donations to feed hungry people in a 17-county area. If the hosting group chooses, the Food Bank will replace the full barrel with an empty one so more donations can be collected.

Companies and organizations interested in adopting a barrel can come by the Food Bank on June 5 between 8 a.m. and 4 p.m., or they can contact the Food Bank at 904.353.FOOD (3663).

KIDS CAFE ENJOYS CHICK-FIL-A – As part of National Hunger Awareness Day festivities at the Food Bank, about 50 children from the The Bridge at Southwind Villas Kids Cafe site will enjoy the first distribution of a fresh, hot Chick-fil-A meal courtesy of Chick-fil-A at Roosevelt Square. The Chick-fil-A at Roosevelt Square began a Kids Cafe Summer Meal Voucher Program on April 16. Businesses and individuals could purchase a \$5 voucher so a hungry child could enjoy a Chick-fil-A meal over the typically lean summer months.

Representatives from the Roosevelt store will also be at the Food Bank on June 5 at 11:30 a.m. to speak about the importance of community involvement from businesses and organizations in the Jacksonville area.

IMPORTANT GIFT FOR KIDS CAFE SITE – Courtesy of the Ronald McDonald House Charities Kids Cafe Grant Program, The Bridge of Southwind Villas will be surprised on June 5 with a \$5,000 gift to refurbish their site for their Kids Cafe and Summer Lunch services, which will enable The Bridge of Southwind Villas to serve hot meals to children.

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THE FACE OF HUNGER – Sherry Burns, president/CEO of I.M. Sulzbacher Center for the Homeless, and Ju’Coby Pittman, president/CEO of Clara White Mission, will talk about “the face of hunger” during the Food Bank’s press conference on June 5.

OPERATION DOUGH-NATION – As a part of Panera Bread’s Operation Dough-Nation fundraiser for the LSS Second Harvest Food Bank, Steve Lisner, joint venture partner from Panera Bread will present the Food Bank with a check for \$21,336.64 at the press conference to help feed those in need in our communities.

WINN-DIXIE CHECK PRESENTATION – Dave Henry, senior vice president of marketing for Winn-Dixie will also be presenting a check for \$35,000 to America’s Second Harvest, the nation’s food bank network, of which the LSS Second Harvest Food Bank is an affiliate. A portion of the money will be directly donated to the LSS Second Harvest Food Bank.

17th ANNUAL JACKSONVILLE FOOD FIGHT – To round out the week, the 17th Annual Jacksonville Food Fight presented by Everbank, will be held on Thursday, June 7, at the Crown Royal Touchdown Club East in Jacksonville Municipal Stadium. Benefiting the LSS Second Harvest Food Bank, the event begins at 6 p.m. and will feature over 40 of Jacksonville’s best restaurants, caterers and beverage wholesalers. For more information, call 904.739.7074 or visit us at www.lssjax.org.

Lutheran Social Services of Northeast Florida was founded in 1979 by area Lutherans and community leaders to serve people in need. The agency currently operates four programs: LSS Second Harvest Food Bank (the only Lutheran food bank as part of America’s Second Harvest food network in Florida), Refugee and Immigration Services [resettling 90% of all refugees coming to Jacksonville through Lutheran Immigration and Refugee Service (LIRS), Episcopal Migration Ministries (EMM), and Church World Service], AIDS Care and Education Program, and Representative Payee Services.

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